

The
National

Wool Grower

Volume LI

MAY 1961

Number 5

In This Issue:

House Hearings on
National Wool Act

ASPC Promotion Programs

New Miss Wool of America



It was December 12, 1865 . . .



First Association meeting place, City Hall, Syracuse, N. Y.

. . . and an association was born.

THE association was called the National Wool Growers Association. Have you ever wondered what went through the minds of that group of men who started your association 96 years ago? They had a definite purpose. That purpose was ". . . to secure for the business of wool growing, equal encouragement and protection with other great industrial interests of our country."

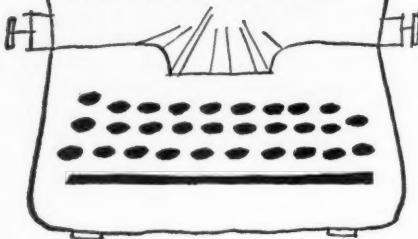
IN this day when there are so many factions and groups interested in what you have, it is more necessary than ever to have an effective wool growers association. Your state and your National wool growers associations serve to protect you. They are your organized voice. They speak loud for you in many fields of endeavor and what they say carries the weight needed to bring accomplishments to your industry.

Support your state and your

NATIONAL WOOL GROWERS ASSOCIATION

Operated by Sheepmen for Sheepmen Since 1865

in this issue:



WOOL ACT HEARINGS:

The Subcommittee on Livestock and Feed Grains of the House Agriculture Committee held hearings April 19 and 20 on the 15 bills introduced in the House to extend the National Wool Act.

Your industry was well represented by growers and others and numerous senators and congressmen made known their support of the Wool Act either through personal appearances or by filing statements for the record.

A full on-the-scene report of the hearings, as well as other matters affecting your industry in Washington, is given by NWGA Executive Secretary Edwin E. Marsh beginning on page 9.

ASPC PROMOTION PROGRAM:

Your own promotion organization, the American Sheep Producers Council, presented an excellent review of their work for delegates attending the 96th annual NWGA convention in Denver in January.

We have reprinted talks by President Don Clyde, Lamb Committee Chairman J. R. Broadbent and Wool Committee Chairman Walter Pfluger, as well as a capsule review of the ASPC promotion

program in picture-story form. See the special promotion section beginning on page 16.

NEW MISS WOOL:

On April 22, climaxing a week-long round of events in San Angelo, Texas, Miss Gayle Hudgens, a lovely lass from Hobbs, New Mexico, was crowned Miss Wool of America for 1962. Her picture and a story about the pageant can be found on page 12.

TARGHEE SHEEP

Versatile Wool Grade — Superior for Crossing — Open-Faced-Poled — Excellent Carcass and Dressing Yields — Good Mothers — Rapid Gaining Ability — High Twinning Characteristics.

For more information write:

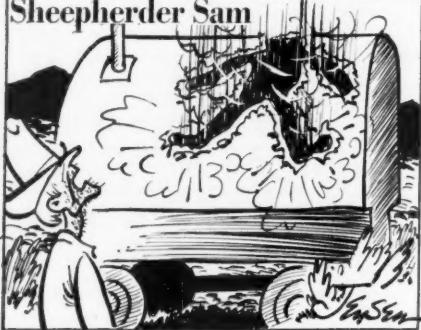
U. S. Targhee Sheep Ass'n.

Gene Coombs, Sec.-Treas.

BOX 2513

BILLINGS, MONTANA

Sheepherder Sam



"Anybody ought to be able to see a cactus plant, even if it is sitting on a chair!"

Here's New Comfort For Those Who Ride Horses...

SEAMLESS SADDLE-SIDE

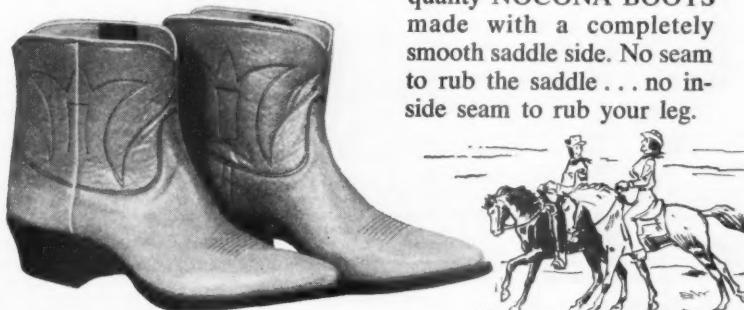
Is Boon To Horse Riders

SADDLE-SIDE SEAMS ARE GONE



One of NOCONA'S Cowboy Boot styles with SEAMLESS SADDLE-SIDE.

Anyone who wears boots while riding will quickly recognize and welcome the comfort and increased durability of top quality NOCONA BOOTS made with a completely smooth saddle side. No seam to rub the saddle... no inside seam to rub your leg.



For riders who have liked jodhpurs... for those who prefer boots with short tops... Nocona "Prince" and "Princess"... made with SEAMLESS SADDLE-SIDE... more comfortable... easier to get on and off.

**NOCONA
BOOTS**

**ASK YOUR DEALER ABOUT
NOCONA'S SEAMLESS SADDLE-SIDE
ONE-PIECE TOP CONSTRUCTION.**

COPYRIGHT 1961 NOCONA BOOT CO., INC.

NOCONA BOOT CO., INC. • ENID JUSTIN, President • NOCONA, TEXAS



THE COVER

HOUSE hearings held in Washington, D.C. during April called several NWGA leaders and others to Washington. See story on page 9. Our cover photo this month taken on the steps of the House Office Building, shows, left to right, Edwin E. Marsh, NWGA executive secretary; J. A. Crowder, associate of C. M. Hester and Associates; Everett E. Shuey, Montana WGA secretary; Richard I. Goodrich, president, Boston Wool Trade Association; Congressman John Dowdy, Texas; Penrose B. Metcalfe, NWGA president; Edwin Wilkinson, president, National Association of Wool Manufacturers; and Clinton M. Hester, Washington attorney.

THE NATIONAL WOOL GROWER
is the official publication of the
National Wool Growers Association

May 1961

Volume LI—Number 5

414 CRANDALL BUILDING, SALT LAKE CITY 1, UTAH
TELEPHONE Empire 3-4483

EDWIN E. MARSH, EDITOR**GLADYS MIKE, ASSOCIATE EDITOR
AND ADVERTISING MANAGER****IRENE YOUNG, EDITOR EMERITUS**

SUBSCRIPTION RATES—Payment of dues in the National Wool Growers Association includes a year's subscription to the National Wool Grower. Dues and subscriptions are received along with state association dues by the secretaries shown for the following states: Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, South Dakota, Texas, Utah, Washington and Wyoming. To non-members \$5.00 per year; 50 cents per copy. Entered as Second Class Matter, January, 1913, at the Post Office at Salt Lake City, Utah, under the Act of March 3, 1879. Acceptance for mailing at special rate of postage provided for in section 1103, Act of October 8, 1917, authorized August 23, 1918.

FEATURED

BLM Advisory Board Meeting.....	8
On-the-Scene Report from Washington.....	9
Australians Seek Cooperation on Imports.....	10
Canadian Sheepmen Troubled by Imports.....	11
New Mexico Lass Crowned Miss Wool.....	12

ASPC PROMOTION

Importance of Self-Help to Sheepmen's Future.....	16
Merchandisers Laud ASPC Promotion.....	17
Is Lamb Promotion the Answer?.....	18
Wool Weaving a Bright Future.....	19
Capsule Review of Your ASPC Promotion Program.....	20
ASPC Financial Structure Explained.....	22

CONTENTS

WOOL

News from Woolens and Worsteds of America.....	13
April Wool Market Report.....	30
Woolknit Associates Column.....	36

LAMB

Lamb Dish of the Month.....	29
April Lamb Market Report.....	34

MISCELLANEOUS

Research Gains for Coccidiosis Control.....	14
The Cooperias.....	27

REGULAR DEPARTMENTS

In This Issue.....	1
Cutting Chute.....	3
Research News.....	5
Sheepmen's Calendar.....	15
From State Presidents.....	15
This Month's Quiz.....	28
The Auxiliaries.....	32
Lamb and Wool Is on the Move With the Auxiliaries.....	33
Around the Range Country.....	37

NATIONAL WOOL GROWERS ASSOCIATION

President

Penrose B. Metcalfe, San Angelo, Texas

Honorary Presidents

R. C. Rich, Burley, Idaho
Sylvan J. Pauli, Deer Lodge, Montana
W. H. Steiner, Fossil, Oregon
Ray W. Willoughby, San Angelo, Texas
J. H. Breckenridge, Twin Falls, Idaho
Don Clyde, Heber City, Utah
Harold Josendal, Casper, Wyoming

Vice Presidents

Angus McIntosh, Las Animas, Colorado
W. Hugh Barber, Chico, California
George K. Hislop, Yakima, Washington
J. R. Broadbent, Salt Lake City, Utah
Henry S. Hibbard, Helena, Montana

Executive Secretary

Edwin E. Marsh, Salt Lake City, Utah
Assistant Secretary

Farrell T. Wankier, Jr., Salt Lake City, Utah
Executive Committee

M. P. Epil, Litchfield Park, Arizona
Joe Mendiburu, Bakersfield, California
Marshall Hughes, Redvale, Colorado
Wilbur F. Wilson, Hammett, Idaho

Herbert D. McCormick, Lafayette, Indiana
Fred H. Price, Upperco, Maryland
J. W. Gray, Jr., Dublin, Mississippi
Don Tavener, Deer Lodge, Montana
Stanley Ellison, Tuscarora, Nevada
Floyd W. Lee, San Mateo, New Mexico
Ken Johnson, Enterprise, Oregon
Martin Tennant, Camp Crook, South Dakota
Chas. Schreiner, III, Kerrville, Texas
Wesley Agard, Salt Lake City, Utah
Perry Dickason, Okanogan, Washington
Walter L. Morrissey, Bloomington, Wisconsin
Joseph M. Donlin, Casper, Wyoming

Affiliated Organizations

Arizona Wool Growers Association
152 So. Central Ave., Phoenix
M. P. Epil, President
H. B. Embach, Secretary

California Wool Growers Association
151 Mission Street, San Francisco
Joe Mendiburu, President
W. P. Wing, Secretary

Colorado Wool Growers Association
4693 Franklin Street, Denver 16
Marshall Hughes, President
Robert Field, Secretary

Idaho Wool Growers Association
P. O. Box 2596, Boise
Wilbur F. Wilson, President
M. C. Ciar, Secretary

Indiana Sheep Breeders Association
Dept. of Animal Science
Purdue University, Lafayette
Herbert D. McCormick, President
J. B. Outhouse, Secretary

Maryland Sheep Breeders Association
Upperco
Fred H. Price, President
W. G. Carpenter, Secretary

Mississippi Sheep Producers' Association
State College
J. W. Gray, Jr., President
R. O. Buckley, Secretary

Montana Wool Growers Association
Livestock Building, Helena
Don Tavener, President
Everett E. Shuey, Secretary

Nevada Wool Growers Association
P.O. Box 9385, University Station, Reno
Stanley Ellison, President
Daniel W. Cassard, Secretary

New Mexico Wool Growers, Inc.
P. O. Box 616, Albuquerque
W. E. Overton, President
Mrs. Betty Ann Callaway, Secretary

Oregon Wool Growers Association
Fossil
Ken Johnson, President
J. P. Steiner, Secretary

Texas Sheep and Goat Raisers' Association
P.O. Box 1486, San Angelo
Charles Schreiner, III, President
Tom Wallace, Secretary

Utah Wool Growers Association
855 South 4th West, Salt Lake City
Wesley Agard, President
J. A. Hooper, Secretary

Washington Wool Growers Association
East Cherry Lane, Ellensburg
Perry Dickason, President
Phillip B. Kern, Secretary

Western South Dakota Sheep Growers Association
Box 410, Belle Fourche
Martin Tennant, President
William E. Anderson, Secretary

Wisconsin Cooperative Wool Growers Association
Box 2026, Milwaukee
Walter L. Morrissey, President
Roy E. Richards, Secretary

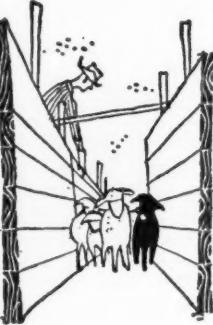
Wyoming Wool Growers Association
McKinley
Joseph M. Donlin, President
J. B. Wilson, Secretary

Associate Member Organizations
Midwest Wool Marketing Cooperative Inc.

911-17 Wyoming Street
Kansas City 1, Missouri
Andrew J. Swanson, President
E. Glenn Thacker, General Manager

North Central Wool Marketing Corporation
101 Twenty-seventh Avenue, S. E.
Minneapolis 14, Minnesota
Carl J. Nadasy, General Manager

the CUTTING CHUTE



1960 farm fire losses

Farm fires took a toll estimated at 165 million dollars in 1960, according to reports from 207 farmers' mutual fire insurance companies. This was only 5 per cent less than the estimated farm fire loss of 174 million dollars in 1959, the highest of record.

Building losses are shown to have been about 65 per cent of total loss payments, while personal property losses accounted for about 35 per cent. Livestock losses, about 15 per cent of all claims paid, accounted for more dollars than any other personal property item, most of which were due to lightning.

Farm real estate market

On November 1, 1960, the total market value of farmland and buildings in this country was estimated at 128.4 billion dollars, according to latest figures of the Agricultural Research Service. This was about 700 million dollars less than on March 1, and \$600 million less than a year earlier.

Moderate increases of 2 to 4 per cent occurred in 11 states in the four months ended November 1 of last year, but these were offset by generally larger declines in several of the Corn Belt and a few other states. The biggest drop, 5 per cent, occurred in Iowa, followed by Illinois and Ohio with 3 per cent.

Former Dust Bowl lands given colorful names

Four million acres of National Grassland became an authentic part of the National Forest System recently when they were given names reminiscent of their history and legend.

USDA's Forest Service gave the lands—formerly known as Land Utilization Projects and identified by state abbreviations and numbers—names befitting their locality. Some run to the picturesque, such as Buffalo Gap, Thunder Basin, Cross Timbers, Black Kettle and Curlew. Others are named for Indians who hunted and fought their battles in the area—Sheyenne, Pawnee, Oglala and

Kiowa. Some have taken the descriptive names of geographic features such as Crooked River, Rita Blanca, Little Missouri, Cimarron and Ft. Pierre.

These areas have been incorporated into the National Forests to be managed for all resources: recreation, forage, timber, wildlife and water. They are lands found unsuited for cultivation and purchased by the federal government in the 1930's following the Dust Bowl era. The purpose was to take them out of cultivation and assist in the stabilization of agriculture in the surrounding areas.

New secretary for National Suffolk Sheep Association

Mrs. Betty Bieller of Columbia, Missouri, was named executive secretary and treasurer of the National Suffolk Sheep Association at a recent meeting of the board of directors in Chicago.

Sheep and sheep registry work are nothing new to Mrs. Bieller. She was reared on a farm near Billings, Missouri, where she and her father raised sheep in their farm operation. Mrs. Bieller

was formerly office manager and assistant secretary of the American Corriedale Sheep Association, and of the National Yorkshire Hog Registry.

Pendleton®

Traditional Quality

in 100% Virgin Wool

The Pendleton name has become synonymous with woolens of outstanding character and distinctive styling through a long-established policy of maintaining high quality standards and consistently promoting only 100% virgin wool.

*Only nature can produce
the living fiber . . . WOOL*
Pendleton Woolen Mills — Portland, Oregon

At Last! A SURE FOOT ROT CURE

*...Keeps Your Sheep
On Their
Feet!*

Foot rot is real trouble! It spreads through a flock like wildfire; the animals wind up lame and can't do as well as they should. Your profits suffer! Fast, effective action is imperative to stop this crippling condition because foot rot can put you out of business!

**Thanks To COOPER—You Can
Get Complete Clean-Up**

At the first signs of the disease, apply COOPER FOOT-ROT LIQUID directly to the infected area. It will quickly and positively cure the infection and prevent its spread to others in the herd. Used as directed, one application can completely eliminate foot rot from your flock and your pastures.

Ask your dealer for Free Literature or write to COOPER

COOPER FOOT-ROT LIQUID
Another Quality Product from WM. COOPER & NEPHEWS, Inc., 1909 N. Clifton, Chicago 14, Ill.



*"It's The Quickest, Most
Effective Cure I Have Ever Used"*

Everett Rogers, Paragould, Ark., says, "I used about every remedy I have heard or read about including Pine Tar and Bluestone, Iodoform and Calomel, Potassium Permanganate, Penicillin and Sulfa. We have discarded all these and now use only COOPER FOOT-ROT LIQUID."

Easy To Use . . . Economical

Quick on-the-spot application is simple with the handy pocket-size squirt can. One 8-ounce can treats 100 feet. COOPER Foot-Rot Liquid is also very effective for foot rot in dairy cows. Available at your animal health products dealer.

Increase Your Wool Production with Madsen Rams



Madsen Rambouillet rams are noted for their top-quality wool fleece. They are big, sturdy, dependable rams — the kind you can count on. Our wool fleeces have won numerous awards in various wool shows we have entered.

**Pick your Rambouillet rams from our
consignment at the National Ram Sale**

We Welcome Your Inspection

JOHN K. MADSEN RAMBOUILLET FARM

MT. PLEASANT, UTAH

Phone 175

FRANK SWENSON, Mgr.



**Still The Most Efficient Sheep and Goat
Drench When Measured by Results...**

Dr. Rogers' SPECIAL FORMULA DRENCH

This specially formulated drench contains purified phenothiazine micronized for maximum efficiency and lead arsenate. Extensive scientific tests have proved Dr. Rogers' SPECIAL FORMULA DRENCH far superior to finely ground ordinary drenches. Dr. Rogers' SPECIAL FORMULA DRENCH kills more

stomach and intestinal worms because it maintains a sufficient concentration of the dose throughout the digestive tract to kill worms on contact. Use the established standard of the industry . . . Dr. Rogers' SPECIAL FORMULA DRENCH to get the best results.



TEXAS PHENOTHIAZINE CO. (Box 4186) FORT WORTH

**San Angelo Rambouillet ram
sale set for June 22**

The 25th annual registered Rambouillet ram sale will be held June 20 through 22 at the San Angelo fairgrounds. Approximately 350 top quality stud and range rams are expected from several states, according to the American Rambouillet Sheep Breeders Association, sponsors of the sale.

All rams must be in the barns by 8:00 a.m. Tuesday, June 20, when a committee of five breeders will begin selecting the studs from the best two rams of each consignor. The committee also will pass on pens of A-B-C where the buyer has the privilege of taking all or any part of the pen at the winning bid.

**Outdoor recreation hits highest
peak in history**

More people went to the national forests in 1960 than ever before with visits totalling 92.5 million, Secretary of Agriculture Orville L. Freeman reports. The figure represents an increase of 13.5 per cent over 1959 recreation use.

Purpose of recreation visits, in order of popularity, was general enjoyment, picnicking, fishing and camping.

**Sheepmen selected for forestry
advisory group**

J. H. Breckenridge, former president of the National Wool Growers Association, and William McGregor, leading Washington state sheepman, have been selected by Forest Service Chief Richard E. McArdle to serve with 13 other leading citizens on an advisory committee on multiple use of the national forests.

The advisory committee will serve as a counseling group on conservation programs and will make recommendations on policies established by the Forest Service in their multiple use program.

**Professor P. E. Neale travels
to Peru**

Off to Peru, South America, for a two months' trip is Professor P. E. Neale, sheep and wool expert with the New Mexico Experiment Station. He will act as consultant to the Servicio de Investigacion y Promocion at Lima. The trip is sponsored by that organization in cooperation with the United States Foreign Agricultural Service.

While in Peru he will judge three large sheep shows and will also give lectures and visit ranches and experiment stations.

The National Wool Grower



Research News

MISSOURI'S sheep researcher, C. V. Ross, reports that the new fine-particle phenothiazine is much better than the standard phenothiazine for drenching lambs severely infested with stomach worms.

In his tests, 53-pound lambs were drenched at the start of the tests, and then every alternate week during a 5-week period.

Mr. Ross says differences in performance between the lambs treated with the fine-particle product and those treated with ordinary phenothiazine became noticeable within a week after the tests started. Lambs on fine-particle phenothiazine seemed to graze more, were more alert and made better weight gains. Within two weeks, some of the lambs on the standard phenothiazine were in serious trouble. Four were already dead; others appeared weak and anemic. Even though those poor-doers were drenched again in two weeks with the standard product, they continued to go downhill. It was necessary to remove most of them to hospital pens for special treatment to prevent further death losses.

In this investigation, where stomach-worm infestation was exceptionally heavy, worm egg counts were not a reliable guide to the degree of infestation. It was necessary to make red cell blood counts to get a truer picture.

FEEDING lambs dehydrated alfalfa with high estrogenic content may improve the texture and eating qualities of lamb chops and roasts.

Because of the increasing attention being given to hormone-like activity in forages, Oregon State College is determining the effects of feeding dehydrated alfalfa meals having a high and low estrogenic activity upon the growth of lambs.

The lambs were fed $\frac{1}{4}$ -inch pellets containing 65 per cent dehydrated alfalfa meal 25 per cent ground barley, and 10 per cent cane molasses. The high and low estrogen potency of the meals was 119 and 22 mg. coumestrol/Kg. as deter-

mined by mouse assay. The pellet mixes were palatable to the lambs and intake was considered satisfactory.

The high estrogen pellets improved the growth rate of wether lambs, but decreased the growth rate of ewe lambs. Increased development of the udder and vulva in the ewe was also noted, but this was not reflected in the carcass grade or dressing percentage.

Significant improvement in tenderness, juiciness and texture was apparent in organoleptic tests of lambs fed high estrogen meal. Improvement of the eating qualities of lamb is encouraging for the potential use of high estrogen forages in improving livestock production.



If You Are In The Sheep Business
To Make Money, Switch To

RAMBOUILLETS



Ramboillet sheep produce more pounds of better quality lambs, thrifter feeder lambs, more pounds of better quality wool, and better ewe lambs for replacement. This means More Net Income.

For Information Write:

**AMERICAN RAMBOUILLET
SHEEP BREEDERS ASSN.**

2709 Sherwood Way San Angelo, Texas

FRED WHITAKER CO., INC.

BUYERS —

WOOL — PROCESSORS

COMBING WOOL, SHORT WOOLS,
LAMBS WOOL AND TAGS

Main Office and Mill — Philadelphia, Penn.

★ ★ ★ ★

CONTACT

JAY N. MYERS

1305 Yale Avenue, Salt Lake City, Utah — EM 4-9497

H. F. McFARLIN

P. O. Box 538, Billings, Montana — CH 5-4419

Don't Buy Before You See Our Quality
RAMBOUILLETS



Will have our usual top Consignment at the National and other ram sales
GEORGE L. BEAL & SONS - Ephraim, Utah

Please Mention The
NATIONAL WOOL GROWER
 When Answering Advertisements

HERE'S the BIG DIFFERENCE

that makes COOPA-FINE twice as effective as any other DRENCH

The smaller the phenothiazine particles, the MORE EFFICIENT is the worming action for your sheep, cattle and goats. It's a scientifically proven fact! Super-fine COOPA-FINE Drench is proven twice as effective because it contains particles at least 3 times smaller than particles in ordinary drenches.

THIS IS THE BIG DIFFERENCE you get in results, using COOPA-FINE: ordinary drenches get less than half of the 5 important hair worm species that can kill your animals. COOPA-FINE gets twice as many hair worms—plus more of the other worms, too. This proof is on every COOPA-FINE label.

COOPA-FINE COMES IN A NEW "Shake 'N Pour" FORMULATION

All you do is shake the jar and it's ready to use. Smooth, uniform suspension won't settle, cake or clog the syringe. For more effective worming action, drench with

COOPA-FINE. If your animals have a tape-worm problem, get SPECIAL COOPA-FINE (contains lead arsenate). Available at your animal health products dealer.

Ask your dealer for Free COOPA-FINE Literature or write to COOPER.



COOPA-FINE DRENCH

Another Quality Product from WM. COOPER & NEPHEWS, Inc., 1909 N. Clifton, Chicago 14, Ill.

WHILE brand names often are important and carry weight in the buyer's mind, they are not nearly so important on fertilizers as is the analysis of the fertilizer, says Gordon Hoff, extension agronomist, New Mexico State University.

Regardless of who made the fertilizer, it should be purchased on the basis of cost per pound of available plant food. The analysis of percentage of actual plant food in the fertilizer is given on the container or on an attached tag.

If the tag reads 16-20-0 or 16 per cent N-20 per cent P₂O₅-OK₂O, there are 16 pounds of available nitrogen and 20 pounds of available phosphorus or a total of 32 pounds of available plant food for each 100 pounds total weight. Most fertilizers are sold in 80 pound bags so the amount of available plant food per bag is eight-tenths of the guaranteed analysis.

High analysis fertilizers are frequently the best buy, the agronomist says. Low analysis fertilizers may cost more because there is more labor, freight and bag cost per unit of food. To determine the best buy, figure the price per pound of plant food in the various fertilizers available. This is simple when buying fertilizers containing only one plant food. When they are mixed, it must be remembered that nitrogen usually costs more than phosphorus and the price ratio of the two must be figured. This figuring may show that it is cheaper to buy a nitrogen fertilizer and a phosphorus fertilizer and mix them on the farm or apply them separately rather than buy a mixed fertilizer, Mr. Hoff adds.

SHEEPMEN in northern Utah have found that they can prevent halogeton poisoning by feeding their sheep one pound per day of a pelleted supplement composed of 83 per cent alfalfa, 15 per cent calcium carbonate, and two per cent molasses, reports Dr. John F. Valentine, Extension Range Management Specialist. They do this when driving or trailing sheep through halogeton infested areas and when training nervous or hungry animals onto ranges infested with the weed. With the extra amount of calcium in their diet the sheep are able to consume large quantities of the halogeton without ill effects.

However, he cautioned, if the supplement is going to be fed for three weeks or more, di-calcium phosphate should be used instead of the calcium carbonate to avoid causing a phosphorus unbalance in the animals.

ALTHOUGH almost all of Australia's sheep are kept on pasture throughout the whole year, little information is available on the amount or type of food they eat.

Experiments are now underway at Ian Clunies Ross Animal Research Laboratory to estimate the food intake of grazing sheep. The early results have shown that, under adverse weather conditions such as cold rain and wind, food intake of some sheep falls.

Further information on the reaction of sheep to such stresses is being sought by a study of grazing behavior. The time spent by a sheep in grazing is being measured by the new method of strapping a transmitter radio to the sheep's back.

Movement of the sheep's jaw opens a small switch which causes a signal to be sent from the transmitter to recording apparatus in the laboratory. When the sheep is hungry, as many as 120 jaw movements may be recorded each minute; later the sheep begins to select its feed more carefully and there are longer and longer pauses between jaw movements.

Eventually the sheep lies down and rests. Some rumination occurs during the day, but most often takes place at night. During rumination, the sheep regurgitates a bolus of food from the rumen, chews it at a steady rate of about one jaw movement per second for 50 seconds, then swallows it. Ten seconds later, the whole process is repeated.

The regularity of the rumination pattern allows rumination time to be distinguished from grazing time. The transmitter transmits on a frequency of 40.2 megacycles per second at a power of 100 milliwatts, giving a range of about 400 yards.

A new method for detecting bovine brucellosis that shows promise of having value as a supplemental test has been developed by scientists of the U. S. Department of Agriculture.

Called the Heat Inactivation Test (H.I.T.), this method was designed and developed by Thomas A. Amerault and other scientists of USDA's National Animal Disease Laboratory. While widespread use of this test under field conditions will be necessary before final evaluation can be made, research indicates that its primary value will be to supplement the standard tube and plate agglutination tests by clarifying the brucellosis status of cattle in problem herds.

Problem herds are those very few herds in which reactors or suspects are repeatedly found after continuous application of standard diagnostic tests

and standard eradication and sanitary procedures. Although such problem herds are not a recent development, they have become more apparent as the incidence of bovine brucellosis has been markedly decreased by the state-federal brucellosis eradication program. Elimination of the cause of problem herds is necessary before eradication

of bovine brucellosis from this country can be realized.

Brucellosis of cattle usually is caused by the bacterium *Brucella abortus*, and occasionally by *Br. suis* or *Br. melitensis*. The latter two are the principal causes of brucellosis of swine and goats, respectively. All three bacteria can cause brucellosis in man.

"Nothing like the way K-R-S Smear sticks and stays. It's a real work-horse."

"Struggling critters don't matter when I use a Bomb to put K-R-S on target."

"Best all-around way to use K-R-S is the liquid in a squirt can."

ANY WAY YOU LIKE IT

K-R-S

KILLS MAGGOTS FAST!

K-R-S not only has the package *you* like, but it delivers the effectiveness *you need* to protect wounds on cattle, horses, sheep and swine against fly strikes, or for cleaning out infestations of screw worm and other wound maggots.

FOR A FREE BOOKLET ON PREVENTION AND CONTROL OF LIVESTOCK DISEASES, WRITE DEPT. 170 E,

CUTTER LABORATORIES BERKELEY 10, CALIFORNIA

TEXAS PUREBRED SHEEP BREEDERS ASSOCIATION

14th Annual RAM SALE AND WOOL SHOW

STUD RAMS AND EWES
RANGE RAMS AND EWES

Select your rams from the largest group of top quality all-registered rams in the U.S.

TEN BREEDS

Suffolk — Corriedale — Southdown — Dorset — Hampshire
Columbia — Shropshire — Montadale — Delaine — Rambouillet

Sifting & Stud Selection — May 16-17

Sale Dates — May 18-19

Bus — Rail — Plane Connections

BROWNWOOD, TEXAS

For information contact Brownwood Chamber of Commerce

Reliable

J.B. SHEARING MACHINES
SHEEP SHEARER'S
Merchandise & Commission Co.
Box 1992 Butte, Montana

Male Hungarian Puli Pups

World Renowned (Papers)

C. E. ELLIOTT
Box 282 Medical Lake, Washington

For Greater Production of
RED LEAN MEAT and
QUALITY WOOL Raise

CORRIEDALES



DISTRICT SALES

Kerrville, Texas — May 27, 1961
Harrisburg, Pennsylvania — July 8, 1961
Chillicothe, Missouri — July 25, 1961
Centerville, Indiana — July 29, 1961

For Breeders List and Other Information
write:

American Corriedale Assn.

ROLLO E. SINGLETON, Secretary
108 Parkhill Avenue Columbia, Missouri

NWGA Representatives Report On BLM Advisory Board Meeting

At the request of NWGA President Penrose Metcalfe, David Little of Emmett, Idaho, attended the 21st annual meeting of the National Advisory Board Council in Washington, D. C., March 13-17. Mr. Little resigned as NWGA vice president at the Denver convention, having served in that capacity since 1956. He is well-versed on public land matters.

Another well-informed public land user, Floyd Lee of New Mexico, also attended the meeting. Both of these gentlemen have made excellent reports to the National Wool Growers Association, which we reprint here, in part.

The meeting was opened with an address by Interior Secretary Udall followed by addresses by BLM Director Landstrom, Associate Director Hockmuth and Assistant Secretary Carver. There were also the usual reports by BLM personnel setting out current programs and plans. The entire future plans of the Department of the Interior and the Bureau of Land Management are heavily slanted to the wildlife-recreation approach and the professional lobbyists seem to have the full attention of the secretary. The general attitude is that the recreation and welfare desires of the public are paramount and that the needs of any business or industry, no matter how basic or necessary to the economy, are secondary.

Several criticisms of the advisory board system were mentioned—specifically, that the board has used undue

influence and overstepped its duty, has tried to force advice upon the Bureau of Land Management by going outside to bring pressure and that it represents only one segment of potential users. It was indicated that code changes would be sought to change the boards to give representation to all users—wildlife, forestry, mining, urbanization, recreation, oil, etc.

The Bureau of Land Management wants to extend the multiple use idea to military withdrawals and in the future restrict them to a reasonable time limit. Additional money is sought to speed up final adjudication as it is felt it is going too slowly. At the suggestion of the Advisory Board Council, the BLM plans to tie funds for reseeding burned areas to the appropriation of funds for fire protection. The council recommended that users should know about funds for range improvements some 12 months ahead so that they can make arrangements for financing and can plan needed work.

Range Study Methods

A report was made on a lengthy evaluation of range study methods. It appears some changes in range survey methods will come out of this and should clear up some trouble spots. The BLM feels that over-all grazing capacity can be doubled but this will take cooperation. Any increases would go to those who had taken class I reductions and then to those who had taken class II reductions.

There was considerable discussion that grazing fees charged by the BLM were inadequate and that a fee based on animal unit months was not fair as there was such a difference in feed conditions in various areas and that a new system need be devised. The BLM went on to explain that they had been able to work out range adjustments without too much difficulty, although there were a few cases where there had been a great deal of public disagreement. They felt, however, that the few instances were magnified by the press and users, but overall, felt they were arriving at the capacity of these ranges without too much difficulty.

It was apparent during the entire meeting that the Department of the Interior is very sensitive to what it terms "public opinion," and it is obvious to all of us that the public image of agriculture in general and the livestock industry in particular, is very bad. The Department's attitude was tough, harsh and uncompromising, but

(Continued on page 36)



*This fine thick bodied
ram is just one of the
studs used in my flock*

SEE ME
for the
BEST in QUALITY
RAMBOUILLETS

CLIFFORD OLSEN
Ephraim, Utah

Write Box 441 - Phone ATwater 3-4242

On The Scene Report

from the

Nation's Capital

By: EDWIN E. MARSH
Executive Secretary, National Wool Growers Association



National Wool Act

HEARINGS on the 15 bills in the House to extend the National Wool Act were held April 19 and 20 before the Livestock and Feed Grains Subcommittee, House Agriculture Committee, headed by Congressman Poage of Texas. First testimony at the hearings was that of members of the Senate and House, all of whom appeared in favor of the extension. Those appearing were: Senators Yarborough (Texas), Hickey (Wyoming); Representatives Morris, (New Mexico), Chenoweth and Dominick (Colorado), Clem Miller (California), Pfost (Idaho) Harrison (Wyoming), Fisher (Texas), and Neal Smith (Iowa).

The following representatives also either inserted statements in the record or inserted letters and telegrams from wool grower organizations in support of the bills: Aspinall (Colorado), Langen (Minnesota), Norblad (Oregon), Cooley (North Carolina), Jensen (Iowa) Nelson (Minnesota), McDowell (Delaware), Peterson (Utah), Hagen (California), Harvey (Indiana), Beerman (Nebraska), Poage (Texas), McIntire (Maine), Sisk (California), Findley (Illinois), Berry (South Dakota), May (Washington), Reifel (South Dakota), Rhodes (Arizona), Jennings (Virginia), Coad (Iowa), Harding (Idaho), Breeding (Kansas), Younger (California), Winstead (Mississippi), Quie (Minnesota), Cunningham (Nebraska), and Senator Capehart (Indiana).

U. S. Department of Agriculture Assistant Secretary James T. Ralph and Frank ImMasche, Deputy Director, Commodity Stabilization Service, testified next, giving the endorsement of the USDA to an extension of the act. Representatives of grower organizations were next in order. Leading off was Charles Schriener III, president, Texas Sheep & Goat Raisers Association; Penrose Metcalfe, president, NWGA; W. E. Overton, president, New Mexico Wool Growers Association; Everett Shuey, secretary, Montana Wool Growers Association; Jim Brown, president, National Lamb Feeders Association; and myself.

Other strong endorsements of the act were made by Don Clyde, president, ASPC; Reuben Johnston, National Farmers Union; J. Alton Denslow, National Grange; Edwin Wilkinson, president National Association of Wool Manufacturers and Richard I. Goodrich appearing for the Boston Wool Trade Association, Philadelphia Wool and Textile Association, New York Wool Trade Association, National Wool Trade Association and also the National Wool Marketing Corporation.

Louis Rozzoni, president, California Farm Bureau Federation, appeared representing the American Farm Bureau Federation, and testified in line with the resolution adopted at their last annual convention which recommended a two year extension of the act, with section 708 (the promotion section) eliminated.

On April 16, following announcement of the hearings, we sent wires to our member state associations and also to other sheep organizations throughout the United States. In response to this, numerous telegrams endorsing the extension were sent to congressmen and filed with the clerk of the committee. All of our representatives were cordially received by the committee and it was apparent that an extension of the act has their friendly interest.

The time for the final committee action on these bills depends considerably on what is done with the general farm bill on which hearings will start in the very near future.

General Farm Bill: The general farm bill sent up from the White House on April 17 carries as one of its provisions a three-year extension of the National Wool Act. Although recent agricultural letters and press reports all predicted that the general farm bill would carry provision making the National Wool Act permanent, when the final draft came to the Hill it carried a provision for a three-year extension. Most of the House bills and two Senate bills call for permanent extensions.

Grand Jury Probe

A full-scale grand jury investigation into monopolistic practices, price-fixing and restraint of trade in the wool, wool tops and scrap metals industries was instituted in Boston, March 27.

After impaneling the 23-juror panel, Federal Judge Charles E. Wyzanski, Jr., told the jurors they could "run wild" and conduct their own investigation, calling their own witnesses if they desired. He told them they did not have to rely solely on evidence presented by the government.

Legal observers feel Judge Wyzanski's orders are reminiscent of the New York grand jury investigation in the early forties which brought Thomas E. Dewey to fame and political fortune as special district attorney.

Special Assistant Attorney General John J. Galgay, chief of the Anti-Trust Division of the Justice Department, is in charge of the investigation. He has also been in charge of the wool industry investigation which the Justice Department has been conducting during the past two years. It is predicted that about 150 to 200 witnesses will be called during the course of the jury's secret sessions.

Price-Fixing Investigation

IN a recent interview with Senator Kenneth B. Keating, (New York) Attorney General Robert F. Kennedy disclosed that the Justice Department is investigating price fixing involving meat, milk, drugs, electrical equipment and "almost every area."

Replying to a question by Senator Keating, Mr. Kennedy stated, "There are many areas of the United States—I would think almost every major metropolitan area—where we now have allegations of price-fixing under investigation and rather important cases appear to be developing. I think it has a tremendous effect on the community when prices are fixed. As we've seen in the case of the electrical companies, when the conspiracy broke down, the price to the consumer and to the gov-

ernment fell about 30 to 40 per cent. I think the same thing happens where there is price-fixing in these other areas. I think if we can have a vigorous program in this field, that we're going to be able to lower prices in some of these important areas.

"We've announced an indictment down in Florida dealing with the big distributors of bread, for instance. We have a price-fixing conspiracy under investigation dealing with meat. We have one dealing with milk; we have one dealing with other kinds of electrical equipment—also with drugs—almost all across-the-board in certain sections of the United States, in a number of different states, as a matter of fact."

Cost-Price Squeeze

THE House Agriculture Committee is now conducting a three-month investigation on the "cost-price squeeze" on farmers. Two field hearings were held, one April 8 in West Memphis, Arkansas, and one on April 22 in Sioux City, Iowa. A later hearing will be held in Washington, D. C., at which we plan to testify. Certainly, with lambs selling at a 15-year low, we should not miss any opportunities to appear before this committee.

Lamb Purchases

WITH the purchase of 504,000 pounds of frozen lamb on April 14 the U. S. Department of Agriculture announced discontinuance of the lamb buying program, which has been in effect since February 27. Lamb has been purchased for distribution to eligible non-profit charitable institutions. A total of 9,891,000 pounds has been purchased at a cost of \$3,652,000. In announcing discontinuance of the program the USDA stated current needs of eligible institutions had been filled.

Although the program has been discontinued, successful bidders will continue to procure lambs to fulfill their contracts for deliveries which may continue until May 14.

At the request of the National Wool Growers Association the U. S. Department of Agriculture has compiled figures which show that during the purchase program, total lamb and mutton slaughtered under federal inspection was 20 per cent higher than during the same period a year ago and purchases of frozen lamb for the U. S. Department of Agriculture were 10.7 per cent of the total federally inspected slaughter.

Import Quotas on Textiles

THE Committee for National Trade Policy, a very liberal trade lobby, has asked President Kennedy to reject the plea for quotas on textiles. This free-trade body proposes that the government give technical, tax and financing aid to the textile mills, help retrain displaced workers and urged the industry to bring specific complaints to the Tariff Commission. The cabinet-level committee is still working on its recommendations to the president with regard to the textile problem.

At our request, the following congressmen joined with Representative Vinson (Georgia) in a two-hour floor speech on the need for import quotas on textiles: Berry (South Dakota), Fisher and Teague (Texas), Mrs. May (Washington), Peterson (Utah); Hardy (Idaho), Morris (New Mexico), Batting (Montana), Harvey (Indiana), Whitten (Mississippi), as well as a number of congressmen from the eastern and southern states.

Separate P&S Enforcement Urged

A committee of the livestock marketing and meat packing industries has urged Secretary of Agriculture Freeman to establish a separate agency within the U. S. Department of Agriculture to administer the Packers and Stockyards Act. The agency would be directly responsible to the secretary.

A continuous packers and stockyards industries committee was formed during an all-day meeting in Washington, D. C., March 28 to present industry recommendations to Secretary Freeman. The committee is seeking effective and efficient administration of the P & S act to prevent illegal trade practices, restraint of competition and monopolistic activities within the livestock and meat industry.

The committee also asked the secretary to "define and publish a policy with respect to administration of the P & S act to guide administrative agency and direct such administrative agency to undertake forthwith efficient and effective administration of the act and the enforcement of its provisions without undue preference or prejudice to any person subject to the act."

Australians Seek Cooperation on Imports

AT the request of the Australian Meat Board, NWGA President Penrose B. Metcalfe arranged a meeting in Denver, Colorado, April 18 and 19 between Australian representatives and sheep industry leaders. Representing the Australian Meat Board were Sir William A. Gunn of Brisbane and Sir Francis J. Horwood of Geraldton, West Australia.

Attending the meeting for the domestic sheep industry in addition to President Metcalfe were NWGA vice presidents George Hislop and J. R. Broadbent; Fred T. Earwood, C. R. Pusard and R. W. Hodge of Texas; Robert Field, Colorado; Joseph M. Donlin, Wyoming; W. P. Wing, California; W. E. Overton, New Mexico; Lester Stratton, Paul Etchepare and Carl Montegna of the National Lamb Feeders Association and Ken Quast and Tom Greenan of the American Sheep Producers Council.

The House hearings on the National Wool Act interrupted the meeting and called Mr. Metcalfe and Mr. Overton to Washington prior to its completion. Vice President Hislop took over as chairman.

Both Messrs. Gunn and Horwood stressed that their intention in requesting the meeting was to stimulate a spirit of co-operation between Australia and the sheepmen of this country. They explained the Australian sheep industry is in a serious situation and it is becoming extremely difficult to make a profit. They stated they must find ways to increase their markets although they did not wish to send lambs to the United States at a time when they would disrupt the market here. They further stated that they were interested in increasing per capita consumption in this country and wished to augment U. S. production and not replace it. They assured the United States sheepmen that they did not wish to usurp the markets which had been built by this country's sheep producers. They also advised that as far as Australia is concerned, the exporting of live lambs had not proved profitable and they felt it would not be continued.

Several of the domestic sheep industry representatives explained to the Australians that production in this country is a year around matter and there is no period during which at least one section of the country is not sending lambs to market. It was also pointed out to them that the psychological effect of these foreign imports had depressed the United States market to its lowest point in 15 to 20 years.

There was considerable discussion as to the possibility of labeling foreign lamb as to country of origin, also the placing of these foreign imported cuts in the frozen food case instead of alongside fresh domestic cuts. Mr. Horwood stated they did not want to disguise their lamb as they felt it would stand up in any market.

Mr. Quast pointed out that imported lamb loses its identity at the hands of the retailer who does not want to let the consumer know it has been frozen. He pointed out that this practice leads the consumer to buy this thawed lamb and unknowingly she treats it as fresh lamb, often placing it in her freezer and losing all the juices and flavor. Then when she cooks it she has an unhappy experience and doesn't feel like buying lamb again.

Mr. Gunn stated that they should try to stop their meat from going to brokers who handle the lamb in this manner. He said if Mr. Quast could give him the names of these brokers on a confidential basis he would see what could be done to prevent these conditions from recurring. Mr. Quast pointed out that there was no way to trace the meat

unless it is consigned to recognized packing companies. The Australian representatives stated they would look into this matter when they returned home.

Mr. Quast further pointed out the very depressing effect of rumors that 4,500 tons of lamb would be coming into the United States, only to find when the ship arrived that 220 tons is lamb and the rest is mutton. He pointed out further that per capita consumption is governed by the production of lamb which is slaughtered, sold and eaten. It must move at some price level, he pointed out, and the price level is what worries United States sheepmen. "We already have a depressed market," he said, "and to add to it just worsens the situation."

Mr. Gunn suggested a monthly newsletter to be submitted to the National Wool Growers Association giving a rundown on the future outlook of the market in Australia so the United States sheep industry would have an idea of how much frozen lamb might be coming in. It was suggested by Mr. Hislop that such a newsletter would be helpful and that it should be printed in the National

Wool Grower. Mr. Stratton suggested that such a newsletter should be submitted more often than monthly.

Mr. Broadbent pointed out that mutton imports were a definite hazard to the old ewe market in this country, with old ewes now selling for next to nothing. He said many of the larger producers in this country don't even trouble to cut out old ewes because transportation costs eat up any sale price received for them. He pointed out that the United States was the only country receiving Australian mutton and that 6,998 tons were shipped into this country during 1960.

Also in the United States during April were W. Malcolm, Alex P. O'Shea and E. W. McCallum of the Federated Farmers of New Zealand. While in Washington, D. C., for the House hearings on the National Wool Act NWGA President Penrose Metcalfe and TSGRA President Charles Schreiner held a three hour conference with the New Zealanders regarding their desire to cooperate with United States sheep producers in expanding lamb consumption in this country.

Canadian Sheepmen

Troubled By Imports

Editor's Note: H. J. Devereaux, former secretary of the Western South Dakota Sheep Growers Association, has sent us an article which appeared in the Lethbridge, (Alberta, Canada) Herald on March 24 indicating that United States sheepmen are not the only ones who are finding it practically impossible to show a profit on their operations. We quote below from this article:

"Southern Alberta sheepmen are in trouble. 'It's the worst trouble we have ever been in,' many state. There are an estimated 15,000 fat lambs in southern Alberta ready for market at the present time. Hardly a buyer is to be found and when one does turn up his offer of 13 to 15 cents a pound is five cents a pound below the break-even point for most sheep producers.

"The 'no market' situation for local lamb is blamed directly on frozen lamb carcass imports from New Zealand and Australia. The imports are reported to be underselling the local lambs by 20 to 25 cents a pound at the west coast, while

in southern Alberta the imported lamb is underselling local lamb by 10 cents a pound. New Zealand and Australian imports, according to the meat trade, are being laid in at both coasts of Canada for 25 to 28 cents a pound dressed weight. Local lamb selling at 14 to 15 cents a pound live weight shows up at 35 cents a pound dressed weight. 'There just isn't any competition as far as price is concerned,' local sheepmen point out.

"What's happening to the southern Alberta sheep and lamb industry as a direct result of New Zealand and Australian imports is shown in handling figures of Lethbridge Central Feeders Limited. Two years ago the farmer cooperative handled 25,000 lambs. Last year their handlings dropped to 9,000 and this year their total handlings are only around 2,000.

"Sheepmen point out that their plight wouldn't be nearly as bad if imports didn't show up exactly at the time when southern Alberta lambs are ready for market. Late January, February and

March are the lamb marketing months in the south. . . .

"A Vancouver report says that besides shipping costs and a duty of three cents a pound on imported beef and a half cent a pound on frozen lamb imports are selling 20 to 25 cents a pound cheaper than local meats."

An accompanying article states that a member of parliament from Lethbridge has pledged that this would be the last season in which southern Alberta sheepmen would have any serious marketing problem. The member of parliament stated that he has been successful in bringing the full picture with regard to sheep and lambs before the Minister of Agriculture. "We are going to have to have a talk soon with Australia and New Zealand about their imports," he stated. "If we are going to import lamb carcasses from New Zealand and Australia in the future, it certainly won't be at a time when our own lambs are coming out of the feed lots to market."



New Mexico Lass Crowned Miss Wool of America

SELECTED to reign over the "WOOL" world for 1961-62 is Miss Gayle Hudgens, Hobbs, New Mexico. Miss Hudgens was crowned Miss Wool of America for 1962 at San Angelo, Texas, April 22, climaxing a week-long round of activities during the National Miss Wool of America pageant.

Gayle is a sophomore at the University of New Mexico, but now she will have to wait a full year before beginning her junior year, since 1961-62 will be devoted to furthering the cause of the American wool industry. She will be the reigning "Ambassador of Good Wool" with a round of personal appearances, fashion shows, radio and TV interviews, etc. In

addition, she will receive a \$15,000 wool wardrobe and a one-year scholarship at New York's noted Traphagen School of Fashion.

The new Miss Wool of America turned 20 on April 21, one day before she was crowned by the retiring Miss Wool, Patti Jo Shaw of Deer Lodge, Montana. A mighty fine birthday gift for this lovely New Mexico lass! Gayle is 5'7", has blue eyes, brown hair and classic 36-23-36 measurements.

Alternates Named

Miss Donna Rae McHale, Torrington, Wyoming, was selected first alternate Miss Wool by the judges, and Miss Jean

Williams, Ballinger, Texas, second alternate.

Choosing the winner was not easy for the judges. All twenty of the contestants who represented their respective area sheep councils were lovely, charming and talented. Other entrants include: Karen Hayes, Danville, Indiana; Eleanor M. Connell, Washington, D.C.; Kathy Kersh, Montebello, California; Rilla Mae Krumm, Huron, South Dakota; Jocelyn L. Norton, Boise, Idaho; Janet Lee Ray, Olathe, Colorado; Sherry Sims, Rayville, Louisiana; Diane Vance, Tucson, Arizona; Donna Jane Cockrell, Colcord, Oklahoma; Diane Boyer, Missoula, Montana; Ann Frandsen, North Ogden, Utah; Billie Glowacki, Lockwood, Ohio; Ann Hanna, Valentine, Nebraska; Jacquelyn Plenke, Madison, Wisconsin; Beverly Reading, Cedar Rapids, Iowa; Carol Erlandson, Washington-Oregon district; and Ina Lemke, Minnesota-North Dakota district, from Duluth.

A Record Crowd

This year's pageant was the most successful since the event was made "national" four years ago. A record-breaking crowd of 5,000 attended the show where Miss Wool was chosen and many more witnessed the parade that morning.

Judging the contest were: Bert Bacharach, nationally syndicated columnist; Miss Candy Jones, America's most famous model and former cover girl; and Lenora A. Slaughter, executive director of the Miss America pageant for 26 years.

Featured entertainment at the Miss Wool pageant was the United States Air Force tour band which has achieved a unique position in musical circles and has captured the hearts and interests of music lovers of four continents. It is composed of approximately 55 carefully chosen musicians from 20 different symphony orchestras and 16 name dance bands. The precision, versatility, interpretation and genuinely human appeal of this band has made it a sensation wherever it appears. With an unsurpassed record of accomplishment it truly merits being called "a symphony in the sky."

A Reader Writes

Dear Editor:

As a member of the U.S. Forest Service personnel I have read The National Wool Grower for over 30 years. Now that I am retiring I will need it more than ever to keep up on the many friends I have in the sheep business and the national happenings relative to the wool growing business.

—L. A. Dremolski
Route # 2, Box 663-C
Oak Harbor, Washington

The National Wool Grower

Delfino Owners Face Action to Wind-Up Operations

A press report from Australia states that one of New Zealand's biggest insurance companies is seeking to end operations of three Australian firms, one of which owns the S. S. Delfino (now the Wollambi) which has been used to bring approximately 100,000 live lambs to the United States between July 1959 and June 1960.

Standard Insurance Company, Ltd. has entered a claim against the International Shipping and Export Agency, H. and S. Credits Ltd., and H. and S. Credits, Sydney. Standard Insurance, an 86-year-old company, the press report continues, is believed to have given substantial backing to the H. and S. group. The press report further states that the insurance company is said to be facing abnormal claims in Australia which it said are a result of "unauthorized actions." The Standard Insurance Company announced in March that it was by-passing its usual dividend payment.

2nd Lamb and Wool Conference to Air Income Improvement

"INCOME Improvement" will be the theme of the second annual National Lamb and Wool Industry Conference to be held August 7 and 8 on the campus of the University of Wyoming, Laramie. The conference will be divided into two general sessions and four workshops in the area of: (1) New approaches to bargaining power; (2) lamb supply and sale; (3) Incentive to quality and (4) How can domestic wool meet competition?

Harold Josendal, NWGA honorary president, is general conference chairman and represented the organization at the meeting of the advisory committee in Laramie on March 21. Other sponsoring groups represented at the meeting were: Colorado Wool Growers Association, Wyoming Wool Growers Association, National Lamb Feeders Association, Columbia Sheep Breeders Association, American Farm Bureau Federation, The Farm Journal, Wyoming Farm Bureau Federation, Colorado State University and University of Wyoming.

Recalling the very successful conference held last year, sponsors are hoping for a repeat performance this August.



NEWS FROM

Woolens and Worsteds of America

ONE EAST 42ND STREET, NEW YORK 17, N. Y.

AMERICANS will be wearing more wools this spring and summer, thanks to the Woolens and Worsteds of America "impact" campaign which has caught on like the proverbial fire.

March itself witnessed the greatest saturation publicity drive ever waged by the industry. Introducing the latest American wool fashions for the season, WAWA achieved a new and astounding high in press coverage, with virtually every paper in the country printing at least one photograph, and often whole picture story spreads, selected, prepared and distributed by WAWA.

The most significant aspect of this campaign is that it is being waged for spring and summer, a seasonal period that previously had not been exploited to the fullest by any wool industry promotional group.

Through WAWA's campaign, however, more and more consumers and, for that matter, more and more fashion editors, are realizing that wool is the

natural year-round fiber. Emphasis in this campaign is not strictly on style and fashion, but on the sound practical advantages of the fiber itself. WAWA does not sell fashion, but it does use fashion to sell wool.

Through its fashion publicity, it stresses such superior wool characteristics as its resiliency, suppleness, crease resistance and breathability, emphasizing, at the same time, the quality leadership of American-loomed fabrics.

With the spring and summer campaign already a proven success, WAWA's fashion promotion staff now is busily coordinating efforts for an even greater fall splash of publicity.

WAWA Fashion Show

The fashion show conducted by WAWA at the Miss Wool of America Pageant in San Angelo, Texas, on April 22 was the first step in this over-all campaign. The show was a pre-preview—an advance presentation of styles to come.

Through WAWA's coordination efforts, the nation's leading manufacturers and designers rushed through their styling programs in order to participate in this show, giving San Angelo a real "first."

Many of the garments shown will be included in the \$15,000 Miss Wool of America wardrobe, and presented throughout the country in special fashion shows later this summer. In addition, they will be photographed and distributed through all the leading syndicates and wire services.

Only One Aspect

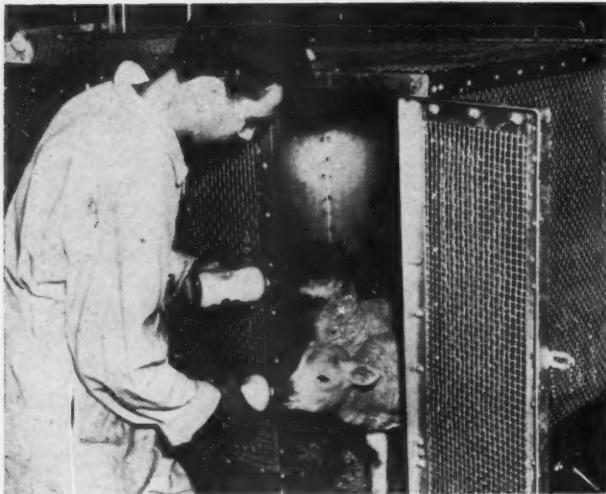
But this is only one aspect of the over-all fall campaign, for children's wear and men's and boys' wear also will receive increased attention as the program rolls into high gear.

An interesting trend here, as already reported and publicized by WAWA, is the shift back to American-made wool fabrics by many leading men's wear manufacturers. Already reported as a business news story, actual photographs of specific garments will be distributed later in the season to syndicates and fashion editors.



Behind the Scenes Planning

Much behind-the-scenes planning takes place before the presentation of any successful fashion show, and such was the case with the April 22 Miss Wool of America Pageant fashion show. Shown above are Mr. Raymond (left) and Mr. Martier, draping a model with the coat that was part of their show-stopping ball gown designed especially for the Miss Wool Pageant. Both dress and coat are made of Bellaine's "naked wool," a new, extremely lightweight wool fabric.



In conducting research on coccidiosis, USDA parasitologists raised sheep or goats in isolation to prevent accidental infestation by coccidial parasites. (USDA photo)



USDA parasitologists, Robert Leek (left) and John Lotze, demonstrate "wool breaking" in sheep, a condition resulting from coccidiosis infection. (USDA photo)

Research Gains For Coccidiosis Control

BASIC research findings that explain the hatching mechanism of coccidial cysts may open the way for effective coccidiosis control in poultry and livestock, the U. S. Department of Agriculture reports. Coccidiosis, a parasitic disease, is responsible for losses to owners of livestock and poultry estimated at 50 million dollars annually.

In this research, Dr. John C. Lotze and Robert G. Leek, parasitologists of the USDA's Agricultural Research Service, were able to induce hatching of coccidial cysts in the laboratory after treating them with enzyme and bile.

This work indicates the possibility of control **within** the host by drugs that would interfere with hatching action, and of control **outside** the host by use of enzyme-like substances as sprays or other treatments to destroy the protective coverings of coccidial parasites in forage, feed or water.

Coccidiosis in animals or poultry develops only when the egg-like coccidia cysts hatch in specific areas of the host's digestive tract. Conditions that trigger this action include: (1) a proper combination of time and temperature in the host; (2) enzymatic action on the coccidial cyst wall in the upper part of the host animal's digestive system, and (3) presence of bile.

Time, the scientists found, is a vital factor in coccidiosis infection. Their experiments proved that infective coccidial cysts, picked up in forage, feed or water, must be retained in an alkaline or not-too-highly acid condition in the host. Here, juices of the upper digestive tract prepare the cysts for hatching soon after they reach the small intestine.

Otherwise the parasites will not hatch. The rumen of cattle, sheep and goats, the crop of birds, and the upper part of the stomach of non-ruminant animals may serve as suitable areas to prepare the cysts for hatching.

Dr. Lotze and Mr. Leek made their discoveries by duplicating at the Beltsville Parasitological Laboratory certain of the conditions under which this parasite normally hatches in host animals.

They first studied natural hatching of the parasites in sheep which were raised in isolation to prevent natural infection. The scientists suspected that a constituent of bile triggered the process. They found that the hatching process could be started by incubating infective cysts for several hours in the bile of sheep, goats, swine, rabbits, cattle, chickens, or turkeys.

Further research showed that human or sheep saliva, or a commercially prepared enzyme called steapsin, caused changes in the cysts that allowed the parasites to start hatching within minutes after the cysts came in contact with the bile.

Coccidiosis affects all poultry and livestock. Although the research was done primarily with sheep, Dr. Lotze and Mr. Leek expect that their results probably will apply to all the higher vertebrate hosts of coccidial parasites. It is commonly believed that the coccidia affecting sheep do not attack other animals, but it is possible, the scientists say, for animals to carry the infective cysts to susceptible hosts on their feet or bodies if not through their digestive tracts.

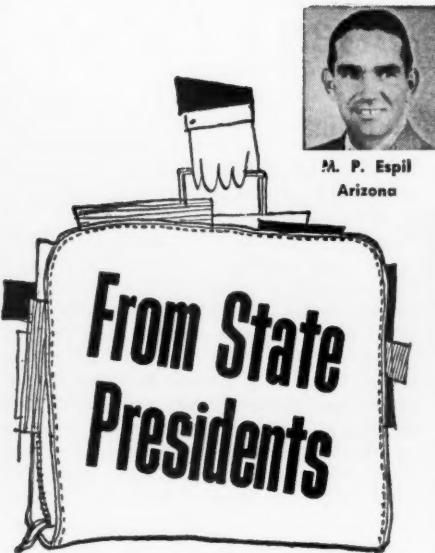
Coccidial parasites attack various or-

gans. In the developing stages they usually live in the lining of the intestine, destroying parts of it and causing diarrhea or scours and metabolism interference. Severely affected animals become unthrifty, fail to grow and may die. In sheep, this disease may also cause wool-breaking, a condition in which the wool becomes thinned and readily breaks off.

Coccidia are transmitted in cysts through the droppings of the host. The parasite in the cyst is free-living and microscopic in size. The cyst wall consists of a very tough membrane or membranes, which protect the parasite and enable it to survive for long periods outside the body of the host.

The coccidia passed from an animal to the ground do not become infective until they have gone through a process called sporulation. During this process, the material within the cyst wall undergoes cell division to form eight sporozoites. This takes from one to 14 days or longer, depending on the species of coccidia and environmental conditions.

For more than half a century scientists suspected that trypsin, the enzyme of the pancreas, was the agent that triggered hatching of coccidia in higher animals. A recent study indicated that the outer layer of the cyst wall had to be cracked or broken before the trypsin could enter. It was then assumed that the cyst wall became broken either from changes in moisture outside the host, or from muscular action of the digestive tract within the host. The ARS experiments have presented a more plausible explanation for the mechanisms involved in the hatching of the coccidial parasites.



Eastern Oregon Ram Sale Cancelled

THE Oregon Wool Growers have decided not to have their Eastern Oregon Ram Sale this year for a number of reasons. What with the shifting of sheep numbers from East to West, no one to run the sale, and the slump in the sheep industry, we are trying to combine the Washington and Oregon ram sales. We have hopes of holding either a combined sale or holding the sales alternately, and to have this plan worked out for 1962.

A large number of sheep in this section of the country are for sale, which means a number of wool growers are not satisfied working for nothing or less, while semi-skilled labor is able to make close to \$5 an hour.

The new budget and quotas for the different states as members of the National Wool Growers Association is necessary now that the industry is in trouble, more than ever. All I am wondering is how are we going to collect this much in Oregon? I was sure we could not meet our quota last year, but we did. Suppose the producers will come through again?

We will be holding our annual meeting at the Imperial Hotel in Portland, Oregon, on November 19-21. My one hope is that conditions in the sheep industry are better by then, or at least that someone will have come up with some kind of a hopeful solution to our dilemma.

Forrest Bassford, editor of the Western Livestock Journal, thinks there is some bounce left in the sheepmen. We agree but for sure they are going to have to get some ground that is a bit



M. P. Espil
Arizona



Joe Mendiburu
California



Marshall Hughes
Colorado



Wilbur F. Wilson
Idaho



H. D. McCormick
Indiana



J. W. Gray
Mississippi



Don Tavenner
Montana



Stanley C. Ellison
Nevada



W. E. Overton
New Mexico



Ken Johnson
Oregon



Martin Tennant
South Dakota



Chas. Schreiner, III
Texas



Welby Aagard
Utah



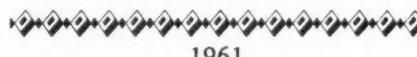
Parm Dickson
Washington



Joseph M. Donlin
Wyoming

more solid to start their bouncing. Pretty hard to bounce in quicksand. We appreciate Mr. Bassford's confidence in the sheep industry, and we hope we can live up to his confidence.

—Kenneth Johnson, President
Oregon Wool Growers Association



1961

SHEEPMEAN'S CALENDAR

NATIONAL ASSOCIATION EVENTS

June 27-28: National Wool Growers' Executive Committee Meeting, Yakima, Washington.
August 16-17: National Ram Sale, Ogden, Utah.
January 21-24, 1962: National Wool Growers' Convention, Salt Lake City, Utah.

CONVENTIONS AND MEETINGS

June 27-28: National Wool Growers' Executive Committee Meeting, Yakima, Washington.
August 10-11: California Wool Growers' Convention, San Francisco, California.
November 12-14: Idaho Wool Growers' Convention, Boise, Idaho.
November 12-14: Washington Wool Growers' Convention, Yakima, Washington.
November 19-21: Oregon Wool Growers' Convention, Portland, Oregon.
December 7-9: Utah Wool Growers' Convention, Salt Lake City, Utah.
January 21-24, 1962: National Wool Growers' Convention, Salt Lake City, Utah.
January 24-27, 1962: American National Cattlemen's Convention, Tampa, Florida.
February 4-6, 1962: New Mexico Wool Growers' Convention, Albuquerque, New Mexico.

SALES

May 18-19: Brownwood Ram and Ewe Sale, Brownwood, Texas.
June 22: Registered Rambouillet Ram Sale, San Angelo, Texas.
July 28-29: Nevada Ram Sale, Ely, Nevada.
August 2: Idaho State Ram Sale, Filer, Idaho.
August 4: New Mexico Ram Sale, Albuquerque.
August 8-9: Washington Ram Show and Sale, Yakima, Washington.
August 16-17: National Ram Sale, Ogden, Utah.
September 16: Fall Range Ram Sale, Pocatello, Idaho.
October 5: Utah Ram Sale, Spanish Fork, Utah.
October 9: Craig Ram Sale, Craig, Colorado.

SHOWS

May 18-19: Brownwood Wool Show, Brownwood, Texas.
August 8: Washington Ram Show, Yakima, Washington.



ANOTHER highly entertaining Miss Wool of America Pageant week was concluded in San Angelo, Texas, April 22. The Miss Wool parade and pageant program completed the festive week which resulted in extensive publicity for our wool industry through news, radio and television coverage.

Contestants from 20 sheep council areas competed for the coveted title formerly held by Patti Jo Shaw of Deer Lodge, Montana. Miss Gayle Hudgens of Hobbs, New Mexico, was the lucky young lady chosen by a panel of well-known judges and crowned by NWGA President Penrose Metcalfe. The two runners-up were Miss Donna Rae McHale of Torrington, Wyoming, and Miss Jean Williams of Ballinger, Texas.

The evening program held in the San Angelo Coliseum featured a performance by the nationally known U. S. Air Force Band and Singing Sergeants.

We were pleased to welcome Stewart McArthur representing the ASPC, Mrs. S. M. Ercanbrack, president of the NWGA Ladies Auxiliary, and visitors from state wool growers associations.

Officials of state wool growers associations and sheep council areas should be commended for selecting such outstanding and lovely representatives. Every one of the young ladies would have made an excellent Miss Wool of America.

—Chas. Schreiner, III, President
Texas Sheep and Goat Raisers

Importance of Self-Help to Sheepmen's Future

"We need ideas. Let's get something new into this industry."

—Don Clyde

Address Delivered at 96th annual
NWGA Convention, Denver, Colorado,
January 24, 1961

I would like to start out this morning by telling you a story. This is a story I heard up in Idaho. I hope somebody doesn't claim priority. It happened a number of years ago. It probably is a fictitious story of a certain king who ruled over an eastern Asiatic country. This man had fallen heir to the responsibility of kingship in his early youth, and he had been deprived of any particular educational activities. Weighed down by the affairs of state, he longed to learn of the wisdom of the ages and the world and how better to govern his people and how to direct his life. So when he was a middle aged man or a little older, he called in his wise men and he told them, "I want you to go out and gather the wisdom of the ages so that I might learn about it."

When he returned from a campaign, they took him into a room and it was lined from top to bottom with shelves of books. He said, "I don't want this. I don't have time to read all these volumes." He said, "I want you people to condense this down and put it into one book or less."

Even as he was talking, a courier stood at the door telling him that somebody had invaded his northern boundaries. So he went away again. When he came back, he was an old man. The campaign had been severe. He called in his couriers when he was able to talk at all and asked them about the book. They brought it to him, and he said, "In my condition, I can't even read one volume. Go out and condense the wisdom of the ages into one sentence, if you can, and bring it in to me."

Change Is Inevitable

So that they did. Finally, as the old king was about to expire, they leaned over him and told him in one sentence the wisdom of the ages. This was the sentence: "Change is inevitable."

I want you to think about that for a moment and let us apply it to our own life and our own industry. As we look around the world today, we see the effect of change, the changing world.



If you don't keep up with that change, then you don't keep up with progress and you are left standing along the side of the road and the world moves away from you in every phase of activity.

A few days ago, I listened to the President of the United States giving his inaugural speech. Most of you not only heard the words he said, but you saw him on television. Only a few hundred or 200 years ago, when a message of that kind was delivered to the world the only means was by runner, then it was by stagecoach, and then by pony express, then by telephone, telegraph, and now by radio and television. So the world moves rapidly, and I wonder if we as wool growers are moving along with it. In our production end, I can say "yes" very emphatically. I can see great improvements in the quality of your sheep. They shear more wool and you produce a bigger lamb. I see the old shearing corral where we used to shear 40,000 or 50,000 head of sheep has gone out of vogue. Now you break it up into small corrals and shear on your own ranch or on your own allotment. I can see that the pocket knife which was used to hack is out of vogue at the docking grill. Better methods have been made known for a better operation. I can see that with the water truck, which in the last few years has come into a place of prominence, you no longer trail those sheep a day and a half to two days to make the water hole and choke them. I can see the big trucks that have come into operation. You no longer trail those sheep or lambs hundreds of miles. You put them on those trucks and move them

for considerable distances and they don't shrink. I can see on your ranges how you have done reseeding on areas which have been denuded. I have seen airplanes flying over and spraying sagebrush. I have seen ewes coming out of the shearing corral being sprayed with insecticides to kill the ticks so they will have more weight in the fall.

I have seen a great number of improvements and change in production, but I will tell you that, in my humble opinion, as woolgrowers we have been engaged in a business which has required close supervision to keep our flocks producing a good quality of wool and growing a good lamb, and we have forgotten one frontier, one necessary facet of this industry, and that is marketing.

We've Lost Our Markets

We have reached the stage right now which has come on slowly, but in the last two years it has been pressing down upon us very emphatically. We are still raising that good crop of wool and that good crop of lambs, but we are bringing them in to sell them and we have lost our markets; lost them at least to the extent where the prices which you can receive will not pay your production costs.

Let's take an example of some of the things which might point that up. It has only been 150 years ago since a man in England by the name of Rook dreamed of making thin sheets of wool out of the old hemlock trees and producing a fiber which would be spun into clothing. He, of course, didn't live to see his dream realized, but when he died somebody else picked it up, and so we have pushed that thing around until today we have a synthetic industry. It was only back in 1910, 50 years ago, when we had the first synthetic fiber produced in this country. It was a very small industry and quite an undertaking at that time. But as the years went on and we sat by and watched it, it grew into an industry so that in 1950 we had a per capita consumption of four and one-half pounds of wool in the United States and the synthetic fibers had six pounds. In 1958, we had a per capita consumption of two and one-half pounds

and the synthetic fibers had nine and one-half pounds. Maybe we weren't idle, but we were aware of the fact of this new growing menace to our industry. However, we did virtually nothing about it until the last few years.

Even though synthetic fiber production is now a tremendous industry spending at least 35 million dollars a year on advertising their products, we in ASPC feel that with a budget of about a million-and-a-half dollars and with active promotion and advertising, we can offset this or at least hold our own, and we believe we can gain back some of that per capita fiber use for wool. The reason we can do it is because we have a better fiber and because that fiber, in the last few years, has undergone some great improvements. We don't have the same wools to offer to people today that we had either five years ago or ten years ago. Now, it is a lighter fabric, it is colorful, it is patterned, it is washable almost to 100 per cent, and it soon will be that. It is stain resistant and it is moth resistant. It is a fiber which today is a much better product, and so we think we can go along in that regard.

But until the growers' organization was set up to combat the inroads of this fiber, there was nothing being done. I am sure that if this money is withdrawn today, we will just be enveloped by this great upsurge of synthetic fibers.

Let's go a little farther on this change. A few years ago, and not so very many, the industries which produced the basic materials—the wool, the farm products, the metals and the lumber—were the people who were fundamentally in the saddle. Today that has been changed. Today it is the man who takes those raw products and converts them into use for the consumer who has the position of financial interest and income. The man who is the processor is now in the saddle, and he is taking the products off the farm and converting them into a product for the consumer and taking the major part of the money out of the product and out of the consumer sale.

A Few Statistics

I have a few statistics here that I would like to give you. For instance, out of the average family budget for food in the United States of \$1,035, \$640 of it goes to the processor and \$395 goes to the producer. This suit of clothes which I am wearing—and I don't think it is any different than most of the clothes you have on—cost me around \$75, and it isn't imported. That suit contains, on the present market for wool, a possible \$2 to \$3 worth of wool. The other \$72 or \$73 goes to the processor. The label on a can of to-

matoes costs more than the contents for which the farmer who raised them is paid. If you send a white cotton shirt to the laundry, it costs twice as much to launder it as what the man who produced the cotton was paid for it. If you pick up a little bag of carrots in one of these cellophane bags with probably a dozen carrots, the bag costs three times what the farmer was paid for raising the carrots. And if you take your lamb in today, and he is worth on last year's prices around 17½ cents, the retailer sells the same carcass to the consumer for over \$30.

You had some figures given to you yesterday by Dr. De Graff, (*see February National Wool Grower*) and certainly I am not going to say that they were wrong. But I am going to tell you that he started back too far, five years ago. If he had based his calculations starting in 1958, 1959 and 1960, the story would have been different and the margin would have been different. Today, according to the statistics by both our people and the USDA, the processor is taking too much, in our estimation, to be fair and equitable in buying your lambs and converting them into processed meat and selling them to the consumer.

Here is another place where change has come. Back in the early 1950's, ten years ago, we were worried about the

raw imports of wool. We were getting them in a substantial number, although not too much above what we are now. Then those people began to send us wool tops, a semi-converted manufactured wool, and it became so burdensome that the administration even became excited. So they set up the countervailing duty and that more or less reduced that threat.

Then the people abroad fell upon another idea, the idea of buying this wool from Australia, New Zealand and bringing it back to England, to Belgium, to Italy, to Japan, and making it up into cloth and clothes. So, today, there is the great threat and the great change on wool. In 1956, even President Eisenhower, friend as he was to the "Good Neighbor" policy, asked that a quota be set up under the "Good Neighbor" policy or under the reciprocal trade policy, and he set a quota of not to exceed three times the annual production of finished wool cloth and goods. Well, that made an importation of something like 13 or 14 billion pounds of that product. I know of no other way to explain the situation, but in the last two years we have had an explosion in those importations of cloth, of finished goods. Rather than 14, 15 or 20 million pounds, we went up to around 46-million pounds in 1959, and during this

(Continued on page 22)

Merchandisers Laud ASPC Program

THE American Sheep Producers Council is doing a tremendous job in lamb promotion and is largely responsible for the considerable increase in my lamb tonnage in recent years," reports Don Paisley, meat buyer for Weibold Food Markets in Chicago.

William G. Andrews, vice president of Grand Union and Grand Way Supermarket food chains with headquarters in New Jersey, said that recently an individual representing a particular food commodity asked him for helpful suggestions on better ways to promote and sell their product. Mr. Andrews answered with no hesitation, "Better than telling you I will give you an example," he said, "and the best example would be the American Sheep Producers Council which is doing such a great job in promoting products produced by this country's sheepmen."

These are but two of the comments which were expressed to me while interviewing representative individuals in the meat trade during a recent trip to the East Coast. "Promotion is paying off and the sheep industry is to be highly commended for initiating and carrying out this most worthwhile endeavor,"

would be a general summary of what most people in the meat trade think of our industry's promotion program.

The ASPC meat merchandising men are attempting to bring the use of lamb into better focus by personally contacting individuals in wholesale, retail, hotel, restaurant and institutional trade outlets and thereby selling them on the quality of lamb. Because of the useful and informative material they distribute, both printed and verbal, meat men said they look forward to visits from the Lamb Council merchandising men.

Apparently the only criticism of the ASPC's work among meat trade representatives is that there isn't enough of it and many representatives recommend more merchandising men, more educational materials, posters, recipes, etc.

The ASPC is doing a fine job with available resources in carrying out the objective set forth for them—promoting the use of lamb. Their main mission is to promote its use and not its price. It has been hoped that through this increase in demand an ultimate increase in price will be felt by the producer.

—Farrell T. Wankier, Jr.
NWGA Assistant Secretary



Is Lamb Promotion the Answer?

"It isn't the only answer. There are many things we must do but you can be proud of your promotion force."

—J. R. Broadbent

**Address Delivered at 96th annual
NWGA Convention, Denver, Colorado,
January 24, 1961**

IT is certainly a rare privilege to be able to attend the convention of the National Wool Growers Association and to converse with you somewhat on some of our problems. I was just a little bit amazed at the steps in progress that have been taken. I came to Denver to find out that the pocket knife we have been using and which we thought was so effective is now obsolete. Don, we are going over to Heber to watch you do your docking.

It has been a rare privilege to serve on the board of the ASPC and it has also been a great responsibility. It has been a privilege to associate with dedicated men who are serving without pay, with no thought in mind except the welfare of the sheep industry. The ASPC has been set up by men of that type and the American Lamb Council is a second part of the ASPC which has been set up to handle the lamb promotion part of the program.

Now, in the original setup of ASPC and in the American Lamb Council, there was but one concept, one objective, and that was to expand the demand for lamb by using the tools of advertising and merchandising and education on lamb to provide a better climate, through increased consumer demand, for the sales of our product. The program was developed on the theory that an accelerated consumer demand would ultimately raise the price level of the producer and the feeder.

Develop Combined Program

There has been developed a combined program: (1) seeking to spread the product to new areas of low consumption in order to avoid too much congestion in certain market areas that are price-setting areas; and (2) to stimulate demands in areas where lamb has good acceptance in order to bring about additional price pressure.

Our promotion and merchandising force for lamb includes 13 lamb merchandising men, with four of these men

being lamb cutting specialists. Eleven of these men are regional lamb merchandising men, with each covering two or more of our promotion cities, such as Erich Rohlwing, based in Chicago and covering the Chicago, Milwaukee, Minneapolis, and St. Paul markets. Two of the meat cutting men, Al Hardt and Bill Brosovak, are roving merchandising and cutting specialists working in the various promotion cities with the retail trade to show them exactly how to cut and merchandise lamb. You would be surprised to know the interest that has come from the chain organizations in calling their men together to learn how to cut the lamb more effectively. These two roving merchandising men are the most effective tools that we have.

Our consumer sales department has 36 home economists working part-time on lamb promotion and part-time on wool. They are conducting cooking schools, giving lectures and demonstrations, working in home economics classes in schools, colleges and with dietitians such as in hospitals. They are trying again to bring the taste of lamb to young America, to teach these individuals, many of whom have parents who were soured on lamb through bitter experiences in World War II and have been prejudiced against our product, to teach them what a remarkable product we have to sell.

Our lamb program which has been carried on during the last year has been building toward two climaxes:

(1) In the fall of the year, when the peak of production seems to be coming off of the ranges and at the peak of the fed lamb season, we had "Lamb Time USA" which was a promotion program put on through September. That was followed up with our "Lamb-O-Rama" program in connection with the Leslie Salt Company, and later with the "Festive Lamb" program endeavoring to get the holiday trade back for lamb. Then in January, 1961, we started with "Cook Up a Lamb Feast" which is currently going on throughout the major marketing areas of the United States.

We are also making a determined

effort to make lamb once again the traditional Easter meat.

That is quite an intriguing subject that was assigned to me on this program: "Is Lamb Promotion the Answer?" YES. I say lamb promotion is the answer as far as the original concept is concerned, but there are just some things that ASPC can not do. We can not engage in research. We are barred by the regulations concerning this program from spending funds on research.

Now, as a result of this program, lamb is moving into consumer channels, I think, at good demand. In going through one of the lamb counters at one of our major distributors recently, the shelf price for lamb showed: \$1.49 for lamb loin chops; \$1.19 for rib chops; 98 cents for shoulder chops and 79 cents for legs of lamb.

Program Is Effective

Now, certainly, a program must be effective if lamb can be merchandised at those prices. The margins today are probably the highest we have ever experienced in the history of the lamb business, and that is the gross margin in the distributive trade. But there is one thing that is not good. I think we are being definitely handicapped by the bulk of lamb that is being handled in lamb features.

I have here a little report that has come to us from various merchandising areas which shows lamb loin chops fluctuating in the Chicago-Milwaukee areas as much as 40 cents a pound, the difference between the feature sale and the shelf price. In the San Francisco area, we have loin chops fluctuating from 79 cents to \$1.29 a pound, a difference of 50 cents. We have legs of lamb fluctuating from 59 to 79 cents a pound. This is also true in the San Francisco area. In southern California, we have rib chops fluctuating from 89 cents to \$1.19, a 30 cent fluctuation in a period of a few days. We have loin chops fluctuating from \$1.19 to \$1.49, a difference of 30 cents. In one isolated instance, loin chops fluctuated, the same

(Continued on page 26)

Wool Weaving A Bright Future

"The ingredients of the American Wool Council program for wool are advertising, merchandising and education."

—Walter Pfluger



**Address Delivered at 96th annual
NWGA Convention, Denver, Colorado,
January 24, 1961**

I was very much pleased when President Clyde spoke to you this morning on the importance of wool and that if we had to give up anything in the way of advertising, he thought that the advertising of wool should remain. There are quite a few people in this convention from whom I have heard the remark, "Well, I am for the National Wool Act, but I don't know whether I want to vote for the referendum the next time because advertising has not raised the price." Let me tell you that we are still in business, and I think the advertising, publicity and promotion of both wool and lamb has certainly helped the grower, if not in price at least in keeping it before the public.

There was a survey made by the Dominion growers, a worldwide survey, and the organization that made the survey said in their report, "If you people don't step up the promotion and publicity of your wool and your product, the sheep business as you know it may become extinct." Now, ladies and gentlemen, promotion is an important facet of your business. It is an important facet of every business, whether that business be steel, textiles, or whatever business you may be in. Promotion is important.

Doing the Best We Know How

I am not up here to argue or try to change your thinking, but I would like to present to you some of the things that we are doing in the promotion of wool. I realize that perhaps we are not doing everything we should be doing. We may not have the money to do all of the things that we would like to do. But we are doing the best that we know how and getting the most mileage out of your dollar that we know how to get.

You have just witnessed how the American Lamb Council promoted its product lamb. Now, we are going to

show you what we are doing in the way of wool promotion.

The American Wool Council, which is within the American Sheep Producers Council was only organized in July, 1960. Prior to that, we made an allotment of funds to the Wool Bureau in New York and we promoted jointly with the foreign or the Dominion growers in the promotion of wool here in the United States. But beginning July 1, as I explained to a number of people who were in San Antonio, this was more or less thrust upon us. We accepted the challenge, and we have come up with a program that I think has had a lot of impact, and I think the majority of our growers are pleased with it.

Our promotion theme is centered around the words, "Natural Wool Loomed in America." We have high hopes for this program covering every phase of the wool industry and it has given us a strong, impressive force for wool products produced in this country.

As you can see, the Wool Council is only in its initial phase of operation. The amount of work that is necessary to put on the wool program is almost unbelievable. In the span of six months, the American Wool Council has followed more or less the pattern of the American Lamb Council. We have placed 32 fashion specialists, scattered all over the United States, in the principal cities to work with the retailers, to work with the women's groups, in education, in the schools, in order to get over the importance of wool and to help in the moving of our wool products.

You may wonder about our slogan, "Natural Wool Loomed in America." You may wonder why we do not use the words, "American Grown Wool." We do not use the direct reference to American grown wool; however, some of our ads, especially in the knitwear field, do use the words, "American Grown Wool" or "American Wool," because the greater part of the knitwear is made from American wool. That is the wool that comes mostly from this area and the area to the north and to

the west of Denver. But the greater part of our wool is blended with foreign wools. So we do not stress American wools as much as we would like to stress them.

The ingredients of the Wool Council's program for wool are advertising, merchandising and education.

Fashion Specialists in 32 Cities

As I mentioned a moment ago, the American Wool Council has fashion specialists working in 32 cities throughout the country which are designated on the map here. These women have three primary areas of responsibility. One is contacting retail clothing stores and department stores, telling them of our program and how it would benefit them to tie in with our advertising. Secondly, they do in-store sales training, showing the store's sales force the advantages of wool fabrics and how to sell wool to the consumer. These women also have a vital role in our educational program, addressing consumer groups on the pressing and care, for example. They speak before home economics classes in schools and colleges, again explaining the wonderful qualities of wool and educating the future buyers of America on the American wool industry, including the sheep producer.

Now, we come to the advertising phase of the program. Although the council was just recently organized, we have already launched an advertising program designed to regain the lost markets for wool and to educate the consumer in wool's many natural advantages and the many technological advances which have enhanced wool even more.

Advertising goes far beyond the obvious purpose of creating consumer interest in wool. Our ads on wool are prepared months in advance of their publication. Our field force uses reprints of these ads to generate the very important interest among retailers so that they will tie in with our advertising, giving it the local touch and

(Continued on page 24)



Top photo: ASPC meat cutting expert, Bill Broscovack at one of his lamb demonstrations before meat cutters and merchandisers.

Second photo, l. to r.: Mrs. Evadna Hammersley, Mrs. Hildegard Johnson, Bill Broscovack and Ken Quast detail some of the lamb promotion work carried on by the ASPC. In every cutting demonstration 43 different retail lamb cuts are shown.

Bottom photo: The ASPC "girls in blue"—members of the staff and their families—model wool fashions. All garments were of blue wool and many were made by members of the ASPC "family."

An important phase of wool enacted a short skit depicting learning all about the many wool products—WOOL—"the new

A Caps

ASPC

Pro

ASPC home economists made people during 1960. These per group leaders, home demonstr





motion is education. ASPC staff members typical American family going shopping and derful features which have made a century st thing since the satellite."

ile Review your Promotion grams

re than 4,000 individual contacts with key
al calls were on teachers, dietitians, youth
n agents, food editors, etc.



Here is a typical wool ad used last fall in national consumer magazines by the ASPC's American Wool Council to promote natural wool loomed in America.

Lamb receives a big boost from this type of ad prepared by the ASPC's American Lamb Council. This was the Easter ad for use in newspapers, promoting the rack of lamb, the leg and the rolled shoulder.



This Easter know the pleasure of festive dining...

Lamb

AMERICAN
LAMPS
THE HOT MELT

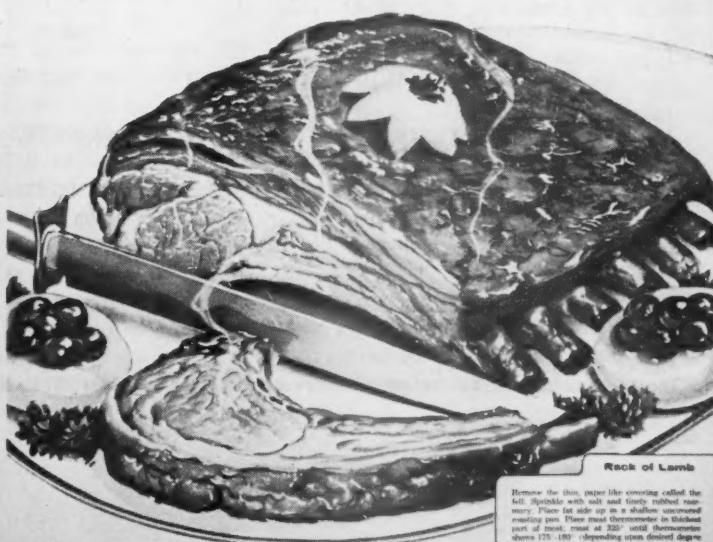
Lamb for Easter is one of life's good moments—especially when you serve today's wonderful new American Lamb. It's a young, appetizing meat. Lean, tender, fresh flavored—whatever of these festive lamb dishes you prefer, you'll find it a worthy crown for your holiday table.

It is one of the most easily digested sources of essential high-quality protein. Add variety to your menu - serve lamb often.

FREE "WEEBLE WEEBLE" TOWER "Lamb Round" (8-27) offering six taste adventures for festive occasions now available free of charge at your favorite store, or write: CHARTER FOODS, INC., 10 E. 53rd Street, New York, N.Y. 10022.



AMERICAN LAMB COUNCIL, DENVER, COLORADO



Today's taste is for new American Lamb

ASPC Financial Structure Explained

By: DON CLYDE, President

IT is frequently asked why the American Sheep Producers Council, the sheep industry's promotion organization for lamb and wool, carries approximately 3 million dollars in securities over and above the current operating expenses for the fiscal year.

When the council was first organized in September of 1955, it was felt the council could not wisely spend in the neighborhood of 3 million dollars a year at the beginning without causing undue waste because of the newness of the program.

In addition, we have been constantly advised by Mr. O. V. Wells, who is the Secretary of Agriculture's adviser to the ASPC, that our expenditures should not exceed our annual income and for that reason, our budget has been confined within these limits. Generally speaking, this amounts to about \$3,200,000.

At the present time the council carries an advance of 3 million dollars in funds for two reasons. First, it is felt that if the national average price for wool ever exceeds the incentive level of 62 cents, funds for promotion would be automatically cut off. The fund balance then would enable the council to continue for a least one more year. Secondly, if sheep producers, in a national referendum, decided that they did not want to continue the promotion, the council would be able to operate for at least one more year and not unwisely cease its operation abruptly. This would be poor public relations for the sheep

industry and would involve the council in canceling many previous commitments which are made in advance in any well planned promotion program.

Funds over and above those needed for current operating expenses are invested by the trust department of a Denver bank in U. S. securities, bonds and limited savings accounts in various banks within the city. Interest on these investments since the inception of the council to February 28, 1961, amounts to \$357,243, all of which has gone back into the program for promotion and advertising of the sheepman's products.

The investments are those recognized by the Treasury as being sound and at the present consist of four categories—treasury bills, Federal Intermediate Credit Bank notes, Federal National Mortgage Association notes and savings accounts. The council does not invest in securities with maturities longer than one year. Most of the investments have been drawing around 3 per cent interest. All funds are in trust investment bank accounts which are governed by regular federal depository arrangements.

All employees handling these funds for the ASPC are bonded, and the accounts of the ASPC are spot checked by the Department of Agriculture several times during the year plus being given a complete audit by the government. In addition, a nationally certified public accounting firm conducts an annual audit of the books of the ASPC.

The people who have operated this

ASPC organization and who have saved some money should be complimented and certainly not criticized. Actually, the producer is getting considerably more money in his promotion program by the wise investment of these reserve funds. This reserve will never be exceeded by more than one year's operating expenses under the present program.

The ASPC is a sheep producer organization and it does not use government funds as such. The funds, however, are collected through the Agricultural Stabilization and Conservation office for the U. S. Department of Agriculture which turns this money over to the ASPC under an agreement between the Secretary of Agriculture and the ASPC.

As sheep producers know, these funds for promotion and advertising are deducted from incentive payments which the producer receives on his wool and unshorn lambs. The deduction amounts to one cent per pound of wool and five cents for each 100 pounds of unshorn lambs.

Financially speaking, the ASPC has been exceptionally well organized and directed, and it is a pleasure to see some segment of the sheep industry operating in the black and doing an outstanding job in its particular field.

The council, at any time, will gladly provide producers or interested parties with any information desired on its operation.

Don Clyde . . .

(Continued from page 17)

last year, in 1960, for which the figures are not all in, they tell me that it will run close to 60 million pounds.

When those products come in and flood the country and displace our textile mills and they, in turn, can't buy our products, then something has got to be done about it, and that is another indication of the changed condition.

Now, what can we do about it? Well, in the first place, our service organizations—our National Wool Growers and National Lamb Feeders associations—and every individual wool grower has got to try in the next session of Congress to get a little good practical sense into this administration policy. We can't in my estimation, and I am sure I am right, continue to feed and finance and protect the whole world and then turn over to them our market, the best market in the world. The foreigner has come in not only in this wool but in lambs to a certain extent, as you will be told later on, and he is taking around 60 to 70 per cent of all the value of the sheep products in this country,

STATEMENT OF EXPENDITURES, INCOME AND FUND BALANCE, ASPC

Fiscal Year	ASPC Expenditures	Income Received from USDA Incentive Payment Deduction	Fund Balance	Income from Investments In Govt. Sec.
September, 1955-				
June 30, 1956.....	\$ 372,810	—o—	(\$370,310) deficit	—o—
July 1, 1956-				
June 30, 1957.....	\$1,413,210	\$3,098,904	\$1,356,298	\$28,690.26
July 1, 1957-				
June 30, 1958.....	\$1,948,058	\$3,018,669	\$2,476,922	\$60,957.15
July 1, 1958-				
June 30, 1959.....	\$2,274,998	\$2,026,892	\$2,305,072	\$68,914.82
July 1, 1959-				
June 30, 1960.....	\$2,456,484	\$3,416,414	\$3,405,774	\$135,507.31
July 1, 1960-				
June 30, 1961.....	\$3,200,000	\$2,900,000	\$3,105,774	\$63,173.48*
(Budget Estimate)				

*As of February 28, 1961.

Income does not include interest income or income from sales of materials.

and we sit here and pay the taxes, run the schools, build the roads, pay the cost of government; and because of a "Good Neighbor" policy, these people will come in and take our markets. Such a condition is ridiculous and we certainly have got to make every effort to change it.

Secondly, we have got to do a better job on this wool and lamb promotion. I don't know just what it is going to be, but I would like to say that I believe there are enough brains in the sheep business to come up with enough suggestions to work ourselves out of this financial squeeze which we are in at the present time. I think we have got to come up with some new ideas. And don't leave it all to the ASPC or to the National Wool Growers Association. Certainly I have some ideas. I am sure that you people have some ideas. Now let's put all those ideas together. I don't care how simple or how ridiculous they may sound. I think that through accumulation of effort and brains, we have got to work ourselves out of this situation. We have got to come up with some new and better ways to meet this changing world. And I believe that we can do it.

Must Cross Marketing Frontier

I think that this frontier of marketing is something that we have got to cross. We have got to put more time into it. It is just the same as when our pioneer fathers moved across the country with their wagons. When they met a river or they met a mountain range or some obstruction, they didn't just sit down on the bank of the river and do a lot of wishful thinking and feel sorry for themselves. I think that we have been noted for our intestinal fortitude, for our desire to build a better world, to do things in a better way, and I have faith in the industry that we can overcome this road block and that we are not going to sit down and say we are licked. If we are licked, then let's go down fighting. Let's not lie down and take it in that particular position. I am sure that we can do it if we combine our ideas and do something about the problem which confronts us.

Now, that is all I am going to say for the present, which I am sure is enough.

(Editor's Note: The ASPC staff presentation followed. For a brief review in picture-story form, please turn to page 20. In concluding the presentation, President Don Clyde stated:)

Ladies and gentlemen, this is a brief review of the American Sheep Pro-

ducers Council's activities. The work of the NWGA Women's Auxiliary is another arm of this organization. The ASPC finances the Make It Yourself With Wool contest and the women take the money and go out and do ten times the work. We also cooperate with them in a project on promoting lamb. We put \$12,000 into the hands of their lamb chairman and she distributes it throughout the states, and they do another wonderful job in spreading that money on advertising lamb.

What Are You Doing?

Now I would like just two minutes to tell you a story. You have seen this morning what ASPC is doing to promote and advertise your products. Now I would like to ask you a rather pertinent question. What are you doing, as wool growers, to advertise your products? You are going to say, "Well, I contribute a cent a pound to the ASPC, and I contribute something in my state to finance the state organization and the National Wool Growers Association," which certainly is important. But, individually, answer me truthfully now. What are you as individuals doing to sell wool and lambs in your neighborhood?

Now, let me tell you another story. A man came up to me within the last two months, knowing I was connected with ASPC, and said, "I am in the egg production business. We had 400 members in our association and we had been growing for a number of years but not very successfully. First we tried to do it on our own and that didn't work. Then we joined a co-operative and that didn't work. Finally, we called those 400 members together at a central meeting point, and we told them in the letters that only death was an excuse for them not to be at this meeting. We had something like 98 or 99 per cent of them there. This is what we told them: 'We have not been able to sell eggs and we are going broke, and we have got to do something different and perhaps it's got to be a little sensational. This is our program. We are handing back to you 400 members the job of advertising and promoting our products. Whenever you go into a grocery store, a restaurant or any place that handles eggs and in which you are a buyer of other commodities, it becomes your obligation to go up to those people and say, 'Are you using our particular brand of eggs? I am coming in here and eating in your restaurant and I am buying goods out of your grocery store. If you can't support

my product, then I'm sorry I can't support yours."

In the United States, we have something over a quarter of a million wool growers. If you people would take the obligation of going into a store which sells wool and ask if it is domestic wool and go into a restaurant and say, "Do you serve lamb?", and if they serve lamb, be diplomatic and express your appreciation; if you go into a grocery store where you buy your supplies and say, "Are you selling my product? I am buying yours"; then I think that we can probably launch the greatest advertising program in the United States. I believe that if we could get 100,000 or even 50,000 of you growers to pick up that challenge and sell your own products to people with whom you trade and advertise them wherever you go, we probably would not need this program or anything else.

One of My Ideas

Now I told you at the beginning that we need ideas. This is one of mine. Maybe you will think it is foolish, but I don't believe it is. If you have an idea, turn it into ASPC or into your state organization. Let's get something new into this industry. Let's get something on this marketing on which the changing world condition has left us high and dry. We are producing a good product and we are not selling it to an advantage.

I want to leave you with this word. What are you doing to sell your products? It is a very simple thing to go into a restaurant where there isn't lamb and say, "Can't you serve lamb?" If there is lamb, express appreciation. It is a very simple thing to go into a store and say, "I want a suit of clothes in domestic wool. Why don't you handle it? If you are handling it, we appreciate it." In draperies and everything that is made out of wool you people, the growers of this country, can save this industry. But don't, for heaven's sake, throw your burden back on the ASPC, on your state association, on the national association, and if it doesn't go say, "Well, they just didn't make it go."

The obligation is on us, we admit, and we pledge to you that we will do everything in our power to increase the sale of wool and lamb. But the obligation is also on you. You are the people who are going to benefit the most, and you, with very little effort, can put this program over and save the industry and improve the condition which it is in.

Pfluger . . .

(Continued from page 19)

gaining many added miles for our advertising dollar. Retailers even use the council's ads in their windows and counter displays, and long before the retailers are introduced to our ads, the mills and manufacturers are encouraged to participate in producing American loomed wools that coincide with our advertising, to be absolutely certain that the merchandise we advertise is available in most stores throughout the country.

I would like to tell you here and now how this works in our joint ads. We prepare a lot of these ads in February. The merchandise will not come out until October. They take these ads to the stores and they tell them, "Now, here is what we are going to advertise. This merchandise is going to be in supply. We would like you to stock this merchandise in your stores. Buy it. It will be covered by our ads." This is a vehicle which has a lot of merit. After advertising or printing a lot of beautiful photographs in the magazines and then for you ladies and also the men, to go in and ask for the merchandise and it is not there is rather disheartening and discouraging, and certainly the value of the ad is lost.

In this connection, in our joint effort, we have worked and we have spent something like \$300,000 in joint efforts with the mills and the manufacturers. They put up the same amount of money, and this same procedure is handled, through our joint efforts, for instance with people like Pendleton, Puritan, etc. Only in that case, we do not do the selling, they do the selling. Their men go into the stores and sell this merchandise far in advance of the time the ad is printed.

The March Is Back to Wool

Few things have stood the test of time better than wool, few products are so endowed with qualities that only nature can produce. Therefore, first of all, let's admit, quite willingly, that we have the product; that despite all the efforts of man to synthesize the likeness of wool, it has not been done. This fact is becoming more readily apparent each day—that many fibers simply can not meet the standards of wool. If such a day should come that they do meet the standards of wool, with the way these mills can turn out synthetics and the money they have for advertising, that will be about the last of us.

You well remember the rash of miracle fibers and the fantastic claims for them. In a few short years, these claims have withered away and the

March is back to wool. In 1959, there was something like a 28 to 30 per cent increase in the consumer use of wool in the United States. That has dropped this year about five per cent, but we are still gaining ground.

Research has given new opportunities to wool, adding to its natural advantages. The permanent pleating and creasing process is now well established in the domestic mills and manufacturing plants. We and the Wool Bureau are running ads now on permanent pleating and creasing. Wool can be treated to make it stain resistant and mothproof, and you will see wash-and-wear woolens in the near future in this country. As all these advantages are added to wool, there is little doubt that wool should have a tremendous advantage if it is properly promoted.

Being Realized More

I believe this is being realized more and more each day. Many of the finest manufacturers of apparel and blankets are concentrating more and more on wool as the basis for their market, for in wool they have a product that has a natural resiliency, the ability to snap back into shape, complete color absorbency, warmth without weight, the ability to absorb moisture without feeling damp, flame resistance and a host of other natural qualities.

We have one of the finest products in the world and, to go with it, some of the finest problems in the world. But let's approach these problems with at least a fair measure of optimism.

There are such problems as the price spread between domestic and foreign wools on the Boston market. Why has this historic price relationship widened? For years, there was a close comparison between domestic wools and foreign wools with the duty paid. Now there is a substantial spread between them.

I will not go into any further detail on imports of wool, and I am certain that you know the impact they have on our wool industry. The tragedy of wool imports is not the quantity so much but the fact that now a higher and higher percentage of imported wool is coming into our country and in semi-processed or in fabric or garment form. This means that imports are literally taking away work from our domestic mills—chopping away at the outlets and capacity of our domestic mills. The result is that we may have fewer outlets for our wool—and fewer mills and manufacturers to promote wool. I am sure that if Mr. Ed Wilkinson, the president of the National Association of Wool Manufacturers, is in the audience, he will agree wholeheartedly with that statement.

Total woolen and worsted imports

have climbed since the tariff quota was first established in the last quarter of 1956. Imports totaled about 53.5 million dollars in 1955 and mushroomed to 64 million dollars in 1959. During the same period, Italian imports more than doubled, from 6.4 million dollars to 13 million dollars while Japanese shipments skyrocketed from \$4.7 million dollars in 1955 to more than \$18 million dollars in 1959.

On this Japanese import, I would like to digress for just a moment and tell you what one of the research men of one of our big mills told me in Laramie this past summer. He said that a man brought them two swatches of cloth that looked identically alike and asked them to analyze them, give the value, so on and so forth. He said, "We took those two swatches and we immediately recognized that one of the swatches came from our mill, and that we were selling this (I will just use a hypothetical figure) at \$3 a yard. The other swatch was of Japanese manufacture." He said, "It looks identical. In fact, it could have been a little superior to our material. That piece of cloth could be laid down in this country at \$1 a yard less than we could manufacture it." He said, "We could close our mills, buy the Japanese cloth, and sell it at our cost and make more money than we are making producing the cloth."

Problem of Synthetics

There is the problem posed by increased production of synthetic or man-made fibers. Let us face the fact that synthetics are here, and here to stay, but they can not replace wool or cotton in the many categories of apparel, which is the category in which most of our domestic wool is used. Man-made fibers can and, in many cases, have taken the fringe markets for wool, such as automobile and furniture upholstery, draperies and blankets, a market which wool once held almost exclusively. At one time, in the automobile business, it took 17 woolen mills to take care of the General Motors business alone. Today there are only three woolen mills in the United States that even make upholstery.

It may be difficult for us to realize, that there is a whole new generation growing up that only has a faint idea about wool—a generation that doesn't even know that wool was once used almost exclusively in furniture upholstery and fine drapery, that wool blankets and clothing offer the finest health protecting factors, and, even more fantastic, that wool comes from a sheep's back. We thought about that in our advertising in the year 1960. We put a bunch of sheep in our ads to bring out that fact. I think it had

quite an impact. We had a lot of comments on it. Sheep may not be high style or high fashion, but there is not any question in anybody's mind that it is not a wool ad. We are talking about wool to bring wool before the American public.

Does the cause for wool look hopeless against this tidal wave of factory-spun synthetics? Not at all. I can say quite frankly that the outlook for wool looks encouraging.

The success of synthetics points up one important factor—the incredible impact of promotion and advertising. The eye, the ear and the poor subconscious have been pounded relentlessly by advertising of synthetics. The American public, always looking for a low-budget miracle, was gobbed up in this wild scramble for synthetics, but it has been sorely disappointed in many respects with the miracle fibers. We hope that this new dawn of realism will further impress on them the true qualities of wool. I think that was what Mr. Clyde meant when he repeated to you this morning that even with a lower budget of \$1,500,000, with the synthetics spending around 35-million dollars, we do have a chance because we have the best product.

The manufacturers of synthetics are unrelenting. It is estimated that they spent close to \$35 million dollars last year in advertising. Needless to say, this presents a tremendous challenge, but with this new era of realization and with constant efforts on the part of the wool industry to promote its products, we can succeed where the dollar deluge fails.

Other Important Phases

Let me mention briefly several other important phases of the American Sheep Producers Council program for wool. They include Woolens and Worsteds of America, an organization supported by your ASPC, by the mills, the manufacturers, the Wool Promotion Fund of Boston, and other segments of the wool industry. This organization, for the first time, has united the entire wool industry in this country under a common banner to promote American-made wool products, and to show consumers that something need not be imported to be good. Besides exploding this foolish import myth and boosting products made of wool in this country, Woolens and Worsteds does considerable publicity on wool, and conducts the Miss Wool of America contest.

Another organization working for wool is Woolknit Associates, which is supported by ASPC and the woolknit trade. This organization, under the direction of Miss Eleanor Kairalla, has done an excellent job of publicity and advertising.

Sheep World Rarity



TWO pure albino lambs are shown above in the arms of Mrs. R. M. Ashmore. The six-day-old lambs are twin Hampshires and normal in every way except in skin pigmentation. They are almost perfectly matched.

The lack of pigmentation is noticeably evident in the lambs' eyes and they seem to have poor eyesight, due in all probability to the albino condition in the eye. The eyes are pink and very transparent. (The dark look to the lambs' legs in the above photo is caused by flashlight shadow and wet weather.)

The Ashmore farm is near Covington, Illinois. Mrs. Ashmore says this rare birth is bringing a lot of curious folk to their barnyard.

Another part of the wool program is the popular Make It Yourself With Wool contest, and all of you witnessed that contest here last night.

Now, before turning the program over to the staff of the American Wool Council, let me say this: The sheep producer in this country can only survive if he produces a quality product, makes this known to all segments of the trade and the consumer, and realizes a fair return for his efforts.

Along this line, I would just like to say that over in Laramie, Wyoming, last summer, we had a conference and I know that there were a lot of you there—one on wool and one on lamb. One of the things that came out of this conference was that we had to produce more

quality and more uniformity in our sheep so that we would have a better product to market.

It will take the combined efforts of every woolgrower and the help of every segment of the trade to make the industry successful. You must believe with conviction that you have the finest product to offer, and you must carry this conviction all the way from the production of wool to the sale of wool products.

We can be optimistic about the future of wool, with the many advancements being made, and now with our promotion program to give further impetus to the sale of your product. Yes, we have set the pattern and wool is weaving a bright future.

Broadbent . . .

(Continued from page 18)

quality of chop, from 96 cents a pound to \$1.49.

I ask you: What housewife in these days is going to maintain a smooth flow in the purchasing of lamb with that kind of a discrepancy? I certainly think this is one field which does need attention. I think one of the greatest obstacles to lamb promotion and to a smooth flow of lamb at the consumer level is widely gyrating prices at the consumer level.

Early in our married life, Mrs. Broadbent used to shop at four different markets on four different corners of an intersection because a can of peas was cheaper at one market, the green produce was cheaper at another by a penny or two, and because she could buy other products at the third market for a penny or two less.

Must Build Consumer's Confidence

I don't know if it is by design in the distribution of lamb that these policies have evolved in order that the supply might be accumulated to put on a feature or whether it is just a development in the merchandising of lamb at the retail level. But I certainly think that the consumer's confidence has got to be built for lamb, and you can't build consumer confidence by changing the price from 20 cents to 50 cents a pound on a single pound of lamb in these days when people are watching their budgets so carefully.

Perhaps in the retail field the flow of merchandise through institutions is controlled by the price ticket. Perhaps the demand for lamb makes it possible to put on that high price tag. Perhaps it might be by design to restrict the trade so that enough lamb will pile up at the packing house level in order to accumulate supplies for a feature where the supply is thin. I think this is one field where we certainly need some action.

This reminds me a good deal of the balky team I used to drive when one horse was pulling and the other horse was back on the single tree and we got nowhere. Certainly this surge and flow of price in the movement of lamb at the retail and at the wholesale level is one of our chief obstacles and it is certainly something which needs some work.

There are many ills in the industry that are thwarting the producer from reaping the benefit of this program and from getting a larger share of the consumer dollar. Dr. De Graff mentioned one—too few customers for us at the processing level and also too few

volume buyers at the retail level. I think also that the wool growers are not happy with the import situation which certainly takes the edge off of our lamb market. When lamb can be sold from five to 15 cents a pound less than we need to get our cost of production back, then that certainly is a price deterrent. It seems that mutton is now no longer important to the sheep business. It is used in the manufacturing trade and takes the place of beef. Regardless of what place it takes, it has an impact on the net return to the wool grower of the United States. We are not pricing mutton in terms of imported Australian mutton. If our operation is any example, we will sell between 10 and 15 per cent of our flocks each fall as old ewes, and if you take \$5 to \$6 a head off of 10 to 15 per cent of your sheep, that, in my book, means from 50 cents to \$1.00 net that is being taken off of every producing ewe on every outfit in the United States, if those figures are relatively correct. They are correct within certain limitations. So we can not discount the imports of mutton.

Now, I think we are all concerned about this lamb grading situation. We have a standardized product which is being sold uniformly throughout the United States where no one now has anything to sell but price itself. It has made possible the bid method of buying employed by many retailers which is competition in reverse with the emphasis being given to the low bid resulting in the low bid setting the market rather than the high bid.

ASPC Develops Film Strip

FUTURE homemakers are going to know their lamb if the American Lamb Council has anything to say about it. A new slide strip film produced by the consumer sales department is being distributed to schools and colleges throughout the country. More than 700 of these film strips have been sent out along with a written guide of instruction for the teacher.

The film strip "Know Your Lamb" consists of 77 slides in one continuous strip of film. The script booklet enables the teacher to conduct a running commentary on the slides for her classroom lecture. The film can be divided into six parts to make up a lecture series for students.

Every step in purchasing lamb, cut identification and cooking methods are covered in the strip film. The last 21 slides make up a summary series reviewing all the points covered.

I think the wool growers should not be happy with the recent court decision that denies certain major segments of the trade the right to develop an alternate outlet for retail which would certainly strengthen the processor's bargaining position and ours in its proportionate relationship.

Must Organize

I think that there are a few questions we should ask. We can't ask for all the concessions on the other side of the ledger, but can we not organize a little more closely at the selling level? Can we not communicate a little more closely—and especially could that be effective during the lamb feeding season—to try to sell lamb rather than merely go along with some customer whom we feel we have to have in order to get our outlet? We need to have more pricing and go along with it less, more dissemination of information among feeders and growers. I think that the competition should be to get the full market for our product rather than making determined efforts to dime or quarter out our neighbor.

Now, you can see advertising all around you in this room and layouts that are used by the ASPC. These directors don't go into the directors' meeting or into a lamb committee meeting with any preconceived ideas on what shall be done. We try to get the best thought, the best development. We try to get the best thinking of the industry combined with the thinking of the staff and with the advertising agency, and then to evolve a program which seems to make sense in lamb and wool promotion. We are very happy to have you meet a number of the members of the staff who are on the stand here, and they can tell you something of our program.

In conclusion, it may sound strange for me to say that our advertising and promotion program is making headway when you and I know that the sheep producer and the feeder of lamb are suffering severely from low prices. Lamb promotion is not the final answer. There are some things we must do, but the fact remains that lamb at retail has enjoyed a fairly comfortable price position. Lamb has moved well into channels of consumption and lamb is definitely more popular today than it was four years ago. I think you can be proud of your promotion force. It has come a long way in gaining good acceptance in the trade and at the consumer level in its drive toward its goal of expanded demand for lamb.

THE COOPERIAS

Sixth of a Series of Articles on Internal Parasites of Sheep

By: JOHN S. ANDREWS, Sc.D.

Beltsville Parasitological Laboratory, ADP, ARS, Beltsville, Md.

THE cooperias are small roundworms that parasitize the small intestine of ruminants. Five of the 21 presently-recognized species have been reported from both sheep and cattle in the United States. They differ considerably in their capacity to cause disease and in the frequency with which they occur. *Cooperia curticei* is the most common species of this group occurring in sheep. *Cooperia punctata*, although it is often found in sheep in small numbers, is primarily a parasite of cattle, and is considered to be responsible for serious parasitic disease in these animals, particularly in the southeastern states. *Cooperia onocophora* and *C. pectinata* are found in sheep in relatively small numbers, and *C. bisonis* has been reported from sheep in New Mexico.¹

Life Cycle

The cooperias are from one-sixth to about one-half inch long. The head end is not as slender as that of the hair-worms and has a cuticular dilation surrounding it. The life cycle is direct. The stages in the development of *C. curticei* are illustrated in Fig. 1.² These stages are similar to those of the other roundworms that have a direct life cycle. Under optimal conditions the eggs hatch about 20 hours after they have been passed in the feces of the infected sheep. The larvae become infective about 90 hours after hatching. On being ingested they lose their protective sheath and migrate into the spaces between the villi (projections of the intestinal lining) of the first 20 feet of the small intestine. They grow rapidly in these spaces, undergo the third molt on the fourth day, and return to the intestinal canal on the fifth day after infection. They continue to grow, undergo the fourth molt on the ninth day, and attain egg-laying maturity on about the fourteenth day. The larvae were not observed to penetrate the lining of the intestine.

The Disease - Cooperiasis

In parts of New Zealand³ *C. curticei* has been reported to be the most numerous of the roundworm species occurring in the small intestine of sheep, and at least one investigator has attributed substantial economic losses in goats to this parasite.⁴ However, experimental work in this country has

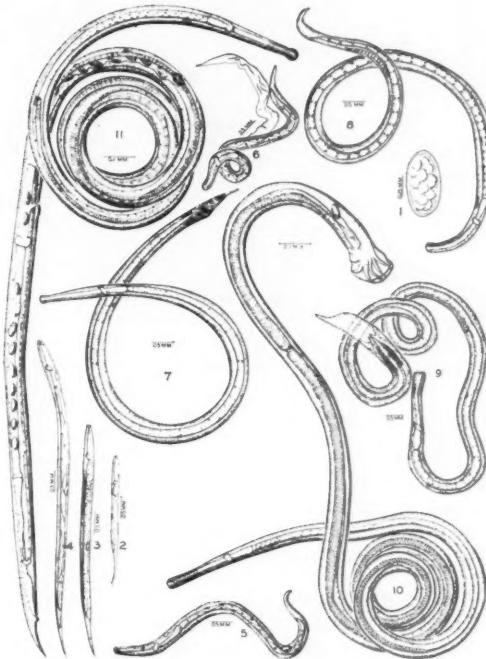


Fig. 1. The Life History of *Cooperia curticei*.

1. Egg; 2. first-stage larva; 3. second-stage larvae; 4. third-stage infective larva; 5. third-stage parasitic larva; 6. third-stage larva undergoing third molt; 7. fourth-stage larval female; 8. fourth-stage larval female; 9. larval male just after fourth molt; 10. adult male; 11. adult female.

demonstrated that otherwise healthy well-fed lambs may harbor as many as 25,000 *C. curticei* without developing clinical symptoms of parasitic disease.⁵ Although the parasites did not appear to interfere with the digestibility of the feed, the feed conversion efficiency of the infected lambs was lower than that of the uninfected ones. Lambs exposed to previous infection with this parasite developed nodules about the larvae in the spaces between the villi. These nodules could interfere with the absorption of digested food if they were sufficiently numerous to reduce the absorptive surface of the intestinal mucosa.

Distribution and Control

Cooperia curticei and *C. punctata* have a world-wide distribution and are found throughout North America. *Cooperia onocophora* is usually confined to the cooler part of the temperate zones, whereas *C. pectinata* is found

chiefly in warmer regions. The distribution of *C. bisonis* is not known with certainty.

Since *C. curticei* is a relatively poor egg producer and produces free-living stages, which are more susceptible to destruction by unfavorable environmental conditions than those of the medium stomach worms and the hair worms,⁶ its control is perhaps not quite as difficult as that of some other species. Management procedures to control the cooperias involve the use of clean pastures, pasture rotation, avoidance of overstocking, early separation of lambs and ewes, and the provision of proper nutrition, all of which tend to prevent or control infection with closely related round worms.

¹Proc. Helm. Soc. Wash. 21(1):1954.

²Jour. Agric. Res. 58(10):1939.

³Jour. Helm. XII(4):1934.

⁴Aust. Vet. Jour. 12(2):1936.

⁵Jour. Agric. Res. 57(5):1938.

⁶Proc. Helm. Soc. Wash. 10(1):1943.

this month's QUIZ



"WHAT ADVANTAGES OR DIS-
ADVANTAGES DO YOU SEE IN
SELLING SHEEP OR LAMBS BY
AUCTION? HAVE YOU EVER
USED THIS METHOD OF SELL-
ING?"

I have never used an auction as a medium for selling lambs, and I think this applies to range operators generally. However, in view of our present marketing difficulties with lamb, we might consider these facts: (1) The trend of marketing lambs appears to be away from central markets. (2) The Los Angeles stockyards have now been replaced by auction selling. (3) Cattlemen have experienced great success through organized association auction sales, and have consistently superseded central market prices.

This reveals the possibility that we should give this method of selling a second look and more serious consideration. The key to the success of this type selling would be acquiring sufficient quantity through support of wool grower organizations to attract outside buyers.

It appears to me that this might hold more potential for selling feeder lambs than fats, primarily because of the stranglehold that a handful of buyers have on the fat lamb market. It was this fact, not the method of selling, that killed the attempt to establish a lamb auction in Denver.

The rapidly increasing percentage of total livestock sales each year through this system of marketing could be viewed as an indication of the growing popularity and acceptance of auction selling and buying.

—David E. Christensen
Grand Junction, Colorado

I believe the auction method of selling would be a fair way if the individual buyers would do their own bidding instead of one or two buyers doing the bidding for a group, and the other buyers obtaining the sheep and lambs at the lower bid price by paying the buyer who does the bidding.

I have sold by auction when I had a small lot and have done real well.

—Miles Buell
Buffalo, Wyoming

IT seems to me that there is no advantage to be gained by sheepmen in this area by selling at auction. Most of the producers who sell at auction here in eastern Montana and western North Dakota seem to take less per pound and have more selling expenses than those who sell at private treaty. Some local lamb producers do very well at the larger terminal markets to the east of us.

One of the disadvantages of auction selling is the rather severe grading allowed the buyer. This grading advantage (to the buyer) can be somewhat lessened when producer and buyer have an opportunity to discuss the matter.

—John Hollstein
Wibaux, Montana

THE big disadvantage for me is that the nearest market is 65 miles away. Auction selling seems to cost about 50 cents a head more than contracting at the ranch. This in addition to trucking charges narrows one's profit considerably. Also the auction market grades the lambs more or less to its own desire. I think there should be a standard type of grading.

I would like to see more buyers for heavy feeder lambs (85 to 95 pounds) here at the ranch.

—Roy Holloway
Harlowton, Montana

WE have sold a few lambs by auction. We have found that in the fall, when lambs are plentiful, the buyers will make deals among themselves whereby one buyer will bid on one bunch and another buyer will bid on another at a pre-set price.

We sell between 5,000 to 6,000 lambs a year and have found that the buyers will come to us when we are ready to sell. If they don't, it is better for us to go to a central market.

—Chuchuru Brothers
Montrose, Colorado

OUR particular business is somewhat different from the range men's problem of marketing; yet it touches all segments of the sheep industry. We are in the purebred business, selling most of our product through ram and ewe sales. I have outlined what I think are the advantages and disadvantages of the auction type of marketing purebreds.

Advantages:

1. Competition between breeders.
2. A place to set a market value on your product.
3. Inspection of sheep at ram sales by a committee of able sheepmen and licensed veterinarian to insure soundness.
4. A central place for sheepmen to conveniently buy rams or ewes.
5. A place where raisers of purebred sheep can compare their products and techniques in breeding, feeding and preparing sheep for sale.
6. A great place for educational values in the sheep industry.

Disadvantages:

1. Breeders are usually at the mercy of the buyers in taking whatever price is offered instead of what they think their product is worth.
2. Inspectors are usually too critical of small defects which generally have no bearing on a ram's serviceability.
3. Cost of preparing sheep for sale—(a) traveling expenses, (b) commission for selling sheep and (c) trimming and blocking expenses.
4. The buyer of a large amount of rams does not have a chance to select a uniform set of rams when he buys from more than one breeder.

It is difficult to say which form of marketing is the best.

—Jack Larsen
Spanish Fork, Utah

I have never sold sheep at auction, but I have heard that those few sold at the local auction do not bring the market price and selling charges are excessive. This method might be satisfactory for producers who have small numbers to sell, but for sheepmen marketing over 100 head at a time I believe auctions are an inefficient and expensive method of marketing.

Most of the lambs in this area are purchased at the ranch. A grower would hesitate about weaning and trucking his lambs to a market and not know beforehand what price he would receive.

—Richard Leigh
Cedar City, Utah

SELLING sheep and lambs through auction sales is all right for small lots (less than carload), but I prefer to sell range sheep and lambs to commission buyers who buy both feeder and fat lambs. With this method one can cut out 3,000 or 4,000 lambs from the ewes in the morning, weigh and deliver them at home the same day.

In states where there are large auction yards and special sales to attract buyers the auction method may be all right. Nearly all livestock in the British Isles is sold at auction sales to the apparent satisfaction of both buyers and sellers.

—Walter Handley
Reno, Nevada

I have sold by all methods and do not like auction sales for either buying or selling. Most of these sales are very incompetently managed, and the buyer does not know the true value of the lambs. Sheepmen never know who is bidding or buying. If the buyers interested are good friends they often agree beforehand on which lot each will bid. Buyers at auctions usually use the prices of the closest terminal market as a gauge for their bidding.

—Ural G. Bee
Elkridge 27, Maryland

I have used the auction method of selling but I usually go to the central market in Denver, if possible.

The advantages of auction sales are:

1. They are useful for getting rid of small lots (less than a truckload) of lambs and old ewes.

2. They help to establish the price of lamb in the country.

The disadvantages are:

1. There are not enough buyers to offer sufficient competition to obtain the price one should.

2. Since the bulk of auction sheep are culls or small lots, the prices they bring are below average.

To sum it up, I think auction sales are good, but if a sheepman has a load or more, I prefer the central market in Denver.

—Harry S. Coleman
Meeker, Colorado

I feel that the auction method of marketing sheep could be an advantage inasmuch as there might be more competition than there would be on the ranch. It would also be a great convenience because when the sheep are ready for the market all one has to do is load them and they are sold shortly. We have used the local auction and have received full value for our sheep.

—Bill C. Humble
Sterling City, Texas

WHEN our organized lamb pools were first started we sold by sealed bid, but since then we have always sold by

Lamb Dish of the Month



MEAT loaves are always a dinner-time favorite. Here is an unusual loaf, made with lamb and topped with a chili-flavored hollandaise sauce. Ground lamb is easy on the pocketbook for the budget-conscious homemaker. It comes from the breast or the shoulder and can be used for patties, stuffing and meatballs as well as the popular loaf.

Lamb Loaf with Chili Hollandaise (Makes 6 servings)

1½ pounds ground lamb	1¼ teaspoons salt
½ cup milk	¼ teaspoon pepper
½ cup fine cracker crumbs	¼ cup chili sauce
1 medium-sized onion, chopped	1 6-ounce jar hollandaise sauce

Combine lamb, milk, crumbs, onion, salt and pepper; mix well. Press into 9x5x3-inch loaf pan. Bake in moderate oven (350°) 1 hour, or until done. Turn out of pan and drain off drippings. Meanwhile, combine chili sauce and hollandaise sauce; mix well. Cook over low heat to serving temperature. Serve lamb loaf with sauce.

auction. We have only these two methods to compare with direct selling. We prefer the auction method over the sealed bid and certainly over direct selling.

We feel that we get more honest competition in the auction sale because we have more buyers.

—R. O. Buckley
State College, Mississippi

HALF the sheep in this territory are sold by auction. The price is set at the auctions and the contracts are usually about the amount of the commission.

—Albert Cram
Newell, South Dakota

I find auction sales that specialize in sheep are quite satisfactory. However, if the sale is chiefly for cattle, I prefer to sell my sheep at the public market.

—Leslie C. Crew
Interior, South Dakota

THE auction method of selling affords some advantage to growers who produce good lambs because the buyers can compete with each other to procure them. On the other hand, in the case where the lambs are of a poorer, less uniform quality, the buyer couldn't compete very strongly in the bidding unless he were able to go over them for grades prior to the auction.

The stockyards in Spokane, Washington, adopted the auction method of selling, but to my knowledge only small lots of five to 20 head of fat lambs go through.

In the Columbia Basin of Washington we pool our lambs and sell to the highest bidder. Usually three or four packers will bid. Last year we sold over 12,000 lambs and often obtained bids close to the top price in the open markets in Portland and Seattle with the buyer transporting them.

—Alfred Woolman
Moses Lake, Washington



April 24, 1961

THE wool market continued active during April, with wool being sold almost as fast as it was shorn. Although prices were fairly firm, they have not reflected the rise which has been predicted for some weeks. However, the general impression still seems to be that prices will work upward within the next two or three months, provided growers do not become panicky and sell too early at the lower prices. Although the advance in prices will not be spectacular, according to most observers, it is expected that they will be from two to four cents per pound.

A report reaching us recently indicated that the extremely serious international situation both in Laos and Cuba could cause wool prices to rise materially within the near future. Growers, therefore, are faced with the decision of selling at prices offered now or waiting. It has never been the policy of the National Wool Grower to flatly predict prices or act as advisers to our readers, but merely to report the trend and opinions of experienced market observers.

Other factors which indicate firmer wool prices in the future are that wool demand is expected to follow general economic conditions in 1961 and any pickup in the economy will probably be reflected in the woolen industry. Although consumption is running behind last year, it is felt that consumption will turn upwards later in the year and that this upward curve will continue well into 1962. Many veteran wool men feel that wool has now passed its most trying time. Also it is felt that while synthetics dealt wool a severe blow when they were first introduced, their threat seems to have subsided. It is felt that synthetics have found their place in the lightweight fabric business and no new inroads are expected in the immediate future—unless wool prices move sharply higher.

The Australian auctions reopened on April 11 after the Easter recess at 2½ per cent higher. Japan and eastern Europe were active and it is anticipated that Russia will soon be competing. As the Australian auctions proceeded prices advanced as much as 7 per cent for some wools. New Zealand quotes were par to 5½ per cent higher with Japan and Europe dominating. The Cape was much higher with short wools in strong demand under keen general

Wool Picture Brightens; Price Rise Indicated

competition. The Montevideo market was excited with buyers active and 80 per cent of stock sold with United Kingdom, China and Japan operating while Buenos Aires was firm.

"In Boston the top business has picked up to the point where combing is very tight for April-May and not far from a sellout for June," reports the Daily News Record for April 12. The article continues that "most topmakers feel that top prices are still too low and that higher levels are necessary . . . because of higher wool on world markets," and the fact that "domestic wool prices while not appreciably higher, are firmer than they have been for a while, and a continuation of higher foreign prices and higher futures markets will,

no doubt, spur domestic values to new heights."

The wool futures market recorded a steady rise during the month until April 24 when prices eased somewhat. The drop was pinpointed to the consolidation of the market and the weakness in the stock market as well as scattered profit taking. Nevertheless, May wool futures quotations which were \$1.152 on April 3 closed at \$1.181 April 24; July futures which were \$1.172 on April 3 closed at \$1.213 on April 24; and October futures at \$1.198 on April 3 were \$1.255 on April 24.

Under heavy pressure from the Kennedy administration the Amalgamated Clothing Workers of America has abandoned its threatened May 1 boycott of Japanese wool fabrics. In return, it is indicated that a reduced Japanese export quota for men's wool suits to the United States will be forthcoming soon. Japan had previously made it clear it would not negotiate on the quota in the light of any threat of a union boycott.

DOMESTIC WOOL QUOTATIONS ON THE OPEN MARKET AT BOSTON WEEK ENDING APRIL 21, 1961

	Clean Basis Prices	Grease Equivalents Based Upon Arbitrary Shrinkage Percentages (3)						
		%	%	%				
GRADED TERRITORY WOOLS (1)								
Fine: 64s and Finer								
Gd. Fr. Combing & Staple.....	\$1.15—1.20	56	\$.51	.53	59	\$.47	.49	
*Ave. & Gd. Fr. Combing.....	1.10—1.15	55	.50	.52	60	.44	.46	
*Sh. Fr. Combing & Clothing..	1.05—1.10	56	.46	.49	61	.41	.43	
						66	.36—.38	
One-half Blood: 60s-62s								
*Gd. Fr. Combing & Staple.....	1.10—1.15	51	.54	.56	54	.51	.53	
*Ave. & Gd. Fr. Combing.....	1.05—1.10	52	.50	.53	55	.47	.50	
						58	.44—.46	
Three-Eighths Blood: 56s-58s								
*Gd. Fr. Combing & Staple.....	1.05—1.10	48	.55	.57	51	.52	.54	
*Ave. Fr. Combing.....	1.00—1.05	49	.51	.54	52	.48	.50	
						55	.45—.47	
One-Quarter Blood: 50s-54s								
*Gd. Fr. Combing & Staple.....	.98—1.04	46	.53	.56	48	.51	.54	
*Ave. Fr. Combing.....	.95—1.00	47	.50	.53	49	.49	.51	
						51	.44—.47	
*Low-quarter Blood (46s-48s)								
.95—1.00	41	.56	.59	43	.54	.57	45	
*Common & Braid: 36s-44s								
.90—.95	40	.54	.57	42	.52	.55	44	
							.50—.53	
ORIGINAL BAG TERRITORY WOOLS (1)								
Fine: 64s and Finer								
Gd. Fr. Combing & Staple.....	1.08—1.14	57	.47	.49	59	.44	.47	
*Ave. & Gd. Fr. Combing.....	1.00—1.05	59	.42	.43	61	.39	.41	
						63	.37—.39	
ORIGINAL BAG TEXAS WOOLS (2)								
Fine: 64s and Finer								
Gd. Fr. Combing & Staple.....	1.18—1.24	54	.54	.57	58	.50	.52	
*Ave. & Gd. Fr. Combing.....	1.15—1.20	55	.52	.54	59	.47	.49	
*Sh. Fr. Combing & Clothing..	1.10—1.15	57	.47	.49	61	.43	.45	
Eight Months (1" and over)....	1.10—1.15	55	.50	.52	58	.46	.48	
*Fall (" and over).....	.95—1.00	56	.42	.44	59	.39	.41	
						62	.36—.38	

- 1) Wools grown in the range areas of Washington, Oregon, the Intermountain States, including Arizona and New Mexico, and parts of the Dakotas, Nebraska, Kansas and Oklahoma. These wools cover a wide range in shrinkage and color.
- 2) Wools grown in the range areas of Texas, mostly bright in color and moderate in shrinkage except in the panhandle where they are considerably darker in color and heavier in shrinkage.
- 3) In order to assist in estimating greasy wool prices, clean basis, market prices have been converted to grease basis equivalents. Conversions have been made for various shrinkages quoted. Prices determined in this manner are largely nominal.

*Estimated price. No sale reported.

Press sources predict the reduced quota will probably be between 65,000 and 70,000 unit suits in 1961 and 100,000 in 1962 as compared to 120,000 units in 1960. Japan claims, however, that only about 40,000 to 45,000 suits were shipped to United States last year. The Amalgamated Clothing Workers Union agrees with these figures but points out that the union and the clothing industry had taken a "licking" on Japanese shirts, knit gloves and pants and therefore they had a right to attack the problem in its infancy.

Western Wool Sales and Contracting

CALIFORNIA

An estimated three million pounds of wool was sold prior to April 1 at these prices: Colusa County, 41 cents; several clips in Mendocino County at 50 cents per pound; Yolo County 47½ cents for yearling and 45 cents for ewe's wool; Fresno County 44 cents and San Joaquin Valley 16,000 ewe's fleeces with estimated shrinkage of 57 per cent at 44 cents. In the Stockton area 3,000 ewe's fleeces brought 44 cents, the shrinkage estimated at 56 to 57 per cent. In Tracy sales were made at 41½ or 42½ cents while 200 fleeces of 1960 wool brought 42 cents. In Stockton 42.80 cents was paid for yearling's wool, strictly fine, shrinkage estimated at 58 per cent, or \$1.08 clean landed, Boston. Approximately 7,600 ewe's fleeces sold for 39¾ cents with shrinkage estimated to be 60 to 61 per cent—clean cost \$1.05 to \$1.08, Boston.

In Fresno County 4,000 fleeces fine and half blood with estimated shrinkage of 58 per cent brought 40¼ cents. In the San Joaquin Valley 42 cents was paid for original bag half blood wool comprising 2,700 fleeces with 54 to 55 per cent shrink. Some 1960 clip fine wool brought 43½ cents a pound. In Fresno 2,200 original bag fleeces brought 41 cents. In the San Joaquin Valley 1,600 fleeces sold for 43 cents. This was original bag 62's staple with 53 to 54 per cent shrink. Over 3,000 fleeces sold in Merced County at 42½ cents. This was original bag 64's with an edge of 60's. Another sale in the San Joaquin Valley was made at 39 cents. A total of 15,000 fleeces of ewe's wool was sold in Kern County at 40 cents with a 61 per cent shrink and 3,500 fleeces of yearling's wool with a 58 per cent shrink brought 42½ cents.

During the first part of April in Humboldt County 12 months' 1960 clip wool sold for 59 cents. This was Romeldale wool, very light shrinkage with considerable luster. Approximately 5,500 fleeces 12 months' wool was contracted at 50 cents, bulk medium. In Sonoma County 12 months' wool sold at 50 cents. In Sutter County 62's wool brought 50

cents. Much activity was evident in the Sacramento Valley at prices ranging from 47½ to 50 cents f.o.b. shipping point.

Later in the month in the Sacramento Valley 1961 12 months' wool sold at 54 cents. This clip consisted of 2,200 fleeces bulk half blood, very light shrinking. Another 12 months' clip sold at 53 cents for yearling wool and 54 cents for ewe's wool.

In Colusa County 3,000 fleeces, ewe's and yearling's wool, all fine, brought 52½ cents, while 51.35 cents per pound was paid for a nice lot of 12 months' wool. Also in Colusa County 460 fleeces sold for 50 cents per pound. Other sales were made in the Sacramento Valley and Tehama County at 50 cents.

Some 1961 fine 12 month's wool, 10 pounds per fleece, including a little carryover of 1960 wool, brought 38½ to 40 cents per pound. The Calaveras wool pool consisting of 82,000 pounds was sold at 46.40 cents.

COLORADO

In the Arkansas Valley four cars of half blood with small amounts of fine lamb's wool, estimated shrink 52 to 60 per cent, brought \$1.03 clean basis, delivered Boston. About 30,000 pounds were sold on the western slope at 44 cents. Another clip of 40,000 pounds brought 48 cents. Other sales in Colorado have been made at 42½ cents.

IDAHO

It is estimated that over 2½ million pounds of the 1961 clip has been sold in Idaho as of April 19. The Minnidoka County wool pool consisting of from 12,000 to 14,000 fleeces sold late in March at 43.5 cents. A few range clips were sold in southern and western Idaho at 40 to 42½ cents. The Parma pool comprising around 150,000 pounds brought 45.38 cents. The Twin Falls County wool pool, approximately 4,500 fleeces, brought 44 cents while the Bingham County wool pool, consisting of approximately 25,000 fleeces, sold for 44.13 cents. The highest price to date in Idaho is the Adams County wool pool consisting of 4,000 fleeces which brought 48.14 cents at mid month. The Gooding County wool pool sold at 44.63 cents—also 4,000 fleeces. Several range clips one north of Boise, one in central Idaho and one in eastern Idaho have gone at 42 cents. A range clip of about 7,000 fleeces in the eastern Idaho area sold at mid month at 44 cents.

MONTANA

The following sales were recorded early in the month: 91,000 pounds half blood and fine light shrinking at 40 to 42.5 cents per pound; 10,000 pounds half blood and fine moderate heavy shrinking at 37.5 cents per pound.

At mid month in the Choteau area 1,700 fleeces brought \$1.02 clean basis f.o.b. Choteau, while 2,000 fleeces in the Big Timber area sold at \$1.07 clean f.o.b. Boston. In the White Sulphur Springs area 500 fleeces brought 37½ cents per pound.

NEW MEXICO

A total of 457,000 pounds of mixed grade wool sold at sealed bid sales at 28¾ to 46 cents with the bulk bringing 38 to 45 cents. A total of 500,000 pounds eight months' lamb's wool sold for 54 to 55 cents grease basis.

OREGON

A total of 160,000 pounds 1960 wool, highly mixed grade and shrink, brought 40 to 42 cents per pound.

TEXAS

Over 400,000 pounds eight months' lamb's wool sold for 51½ to 53 cents and 11 to 12 months at 43 to 48 cents

UTAH

One clip of 40,000 pounds sold at mid month at 46 cents. About 40,000 pounds were sold in the northwestern part of the state at 41½ cents, while another 40,000 pounds brought 42½ cents. Another clip of 40,000 pounds brought 44 cents. Some sales have been made in the eastern part of the state at 37½ to 39½ cents. Some of the Jericho wools have reportedly sold at 39 and 40 cents.

WYOMING

The Star Valley wool pool sold at 54.26, which is 3¼ cents less than last year. A Douglas clip reportedly sold at 41 cents. One Big Horn Basin clip brought 42 cents, another 40 cents and another 38½ cents. A yearling clip in the Basin area brought 43 cents. One clip of yearling wool at Thermopolis sold at 43½ cents. It is reported that one of the large clips at Buffalo sold at 34 cents, the wool being heavier than usual. A choice clip of wool at Hyattville, sold earlier at \$1.05 clean landed Boston core test, is reported to have netted the grower 49 cents. Another clip in the Greybull area, sold earlier at \$1.07 clean landed Boston core test, is reported to have yielded 44 per cent and a Shell Creek clip previously sold at \$1.05 on a core test basis is reported to have yielded 46 per cent. A 1960 Rawlins clip sold in March at 36 cents. Other sales reported are: 30,000 pounds half blood light shrinking at 42 cents; 60,000 pounds half blood and fine moderate shrinking 38 to 40 cents; 35,000 pounds half blood and fine heavy shrinking 34 to 35½ cents; and 30,000 pounds half blood and fine at \$1.05 clean basis f.o.b. Boston.

Meet Your New Auxiliary Officers

CHosen to assist Mrs. Fern Ercanbrack, new auxiliary president, are Mrs. Roy M. Laird, first vice president; Mrs. Herbert M. Corn, second vice president; Mrs. Emory Smith, secretary-treasurer; Mrs. John Aleman, historian, and Mrs. S. M. Harwick, auditor. So that all the auxiliary members may better know each of these active women, we will bring you a short biographical sketch and photographs of each. Three of them appear this month and the rest will follow in the next issue of the National Wool Grower.

Mrs. Roy M. Laird

MRS. Laird, Dubois, Idaho, "married" into the auxiliary in 1929, and since then has served as secretary-treasurer, state contest chairman, and president of the Idaho auxiliary and secretary-treasurer, resolutions chairman, and second vice president of the national auxiliary.



Phyllis attended the University of Idaho, Oregon Normal, and University of Idaho Southern Branch (now Idaho State College) and taught school before her daughters, Judith Ann and Valeria Jane, were born, and now continues in a substitute capacity. Mr. Laird has been elected four times to the Idaho Legislature and Mrs. Laird has been active in the Legislatures. She has also served as president of the P.T.A. and was clerk of the local draft board for 10 years. She is active in the LDS church, and claims she is too busy for hobbies—other than people, bridge, reading and her five grandchildren. Hers is a philosophy that all of us might remember—if you work hard for others, you have little time to worry about yourself.

Mrs. Herbert M. Corn

JUST seven years ago the progressive women's committee of the New Mexico Wool Growers Association was formed, and Audrey Corn of Roswell has been in on it since the beginning, serving first as retail wool promotion chairman, district director of the Make It Yourself With Wool contest, and for the past three years has been state director of the contest. As well as filling her state and national offices capably, Audrey also finds time to serve as secretary-treasurer of the Chaves County Farm and Livestock Bureau, district chairman of the Women's Committee, New Mexico Farm and Livestock Bureau, the planning committee of homemakers college at New Mexico State University. She is a member of the First Baptist church, Eastern Star, Beauchant, and Extension Club. Her hobbies include club work, reading, sewing, and people.



Mrs. Emory C. Smith

MRS. Emory C. Smith has been a member of the NWGA auxiliary since her marriage 27 years ago and during that time has served in many capacities at local, state and national levels. For fourteen years she was national press correspondent, served as Utah auxiliary president for two terms, national vice president under Mrs. Ralph O. Thompson and was national secretary-treasurer during Mrs. Delbert Chipman's term as president.



Twenty years ago with three other Salt Lake women, Mrs. Smith launched a wool sewing contest that became the forerunner of our Make It Yourself With Wool show. Verland was also the recipient of the auxiliary's first "Queen of the Woolies" title awarded for making the most outstanding wool evening dress. This was not too difficult as sewing is one of her hobbies. Other hobbies are knitting, golf, bowling, swimming and practically all outdoor activities.

She finds time to take part in other club activities having acted as secretary of the Utah Women's Legislative Council, member of the League of Women Voters and Zonta International. A member of the Latter-day Saints church she has served as a teacher in their Primary organization.

The Smith family consists of a daughter, three sons, two of whom are still home and in school, and six grandchildren.

For nine months of each year their home is in Salt Lake City but during school vacations Fruitland, Utah, is their address, and their summer ranch headquarters is called home. They run 5,000 sheep and 50 head of registered Herefords.



Mrs. Willis Herman

Nebraska Names New Contest Director

MRS. Willis Herman of Mitchell, Nebraska has been selected by the North Platte Valley Lamb Feeders Association to be the new State Director for the Make It Yourself With Wool contest for the coming year. She succeeds Mrs. Cletus Hanlon of Morrill, Nebraska, who resigned recently.

Mrs. Herman is well known throughout the area. At present she is director of district 13 of the Parent-Teachers Association and is a member of the state board.

She attended Wesely College and is a graduate of the University of Nebraska. She is past president of the AAUW, and has been very active in boy scouts and campfire girls work.

The Hermans have two children, Tony, who is a pre-law student at Wesely College in Lincoln, and Carol Ann, a senior in the Mitchell High School.

Mrs. Herman has been very active in both school and church activities, and the lamb feeders association is most happy to have her as the new state director of the Make It Yourself With Wool contest.

Let's Hear From YOU

WHAT is your auxiliary doing? We know you are all busily working to promote your products—lamb and wool—but right now we're short of material for your auxiliary page. Why not let the other states in on your activities?

Send news items and pictures to auxiliary press correspondent, Mrs. Frank Ellis, Jr., 2715 Hanway, Casper, Wyoming. Material should be in her hands by the seventh of each month for the following issue of the National Wool Grower. That's May 7 for the June issue. She's waiting to hear from you!

Auxiliary Aims to Increase Lamb Consumption

A delegation of state and national auxiliary officers met in Las Vegas recently as guests of Mr. Gordon Paulus, assistant director of sales at the Flamingo Hotel. Purpose of the visit was to make a survey on the use of lamb and to stimulate a greater demand for lamb on the tables of the many eating places in Las Vegas.

Each of the hotels and restaurants on the strip were contacted and interviews were held with managers and chefs. They were all very receptive to the visit. Without exception, they all resolved to make lamb more popular with their guests. Most all menus listed lamb but according to the thousands of meals served daily, lamb consumption was low in comparison to other meats.

A specially prepared kit from the American Sheep Producers Council was presented to the managers and chefs. This kit contained quantity recipes, charts, table tents, new menus with lamb as the main feature and many other educational features to stimulate the use of lamb on hotel and restaurant menus. This additional material was most enthusiastically received. Most retailers were also contacted with the same gratifying results.

A special word of thanks is due Eugene Blish, merchandising field manager for the ASPC, who accompanied us on these calls. He is a master at his work and is well liked by the people with whom he comes in contact.

Visits were also made to hospitals, food editors of the Las Vegas Sun and the Review-Journal, Clark County School Board, school lunch and visual aid supervisors. Here the film and book "Sheep in America" were introduced and they were both warmly welcomed. The importance of the wool growing industry to the state of Nevada was well stressed.

Giving of their time to this worthwhile project were: Mr. Blish, Delbert Chipman and the writer, Mr. and Mrs. B. H. Robison (Mrs. Robison is Nevada state lamb promotion chairman); Dr. and Mrs. Daniel W. Cassard (Dr. Cassard is secretary of the Nevada Wool Growers Association and an instructor at the University of Nevada); and Mr. and Mrs. Ernest Morley (Mrs. Morley is district lamb promotion chairman for Nevada.)

Mr. Barney Rawlings, assistant manager of the Las Vegas Convention Bureau, met with us twice and made very helpful suggestions. He advised the group as to whom to contact. He knows all the key people and his sug-

Lamb and wool is on the move with the Auxiliary



Utah Auxiliary Serves Lamb to School Lunch Supervisors

IN cooperation with Mrs. Violet Nielson, hostess for the Continental Baking Company, the Utah Wool Growers Auxiliary served lamb to approximately 75 school lunch supervisors from each of the school districts in the state of Utah during the supervisors' spring convention. The especially nice affair was held in the reception room of the Continental Baking Company in Salt Lake City. The tables were beautifully decorated and lamb hot pad holders and recipes were given as favors.

Delicious lamb was prepared by Mr. L. H. Bates, superintendent of Granite school district. He served lamb chops,

lamb stew and party lamb (a type of lamb pie).

Continental Baking Company served hot rolls, butter, milk, orangeade, salad and dessert. The auxiliary furnished ingredients for a string bean casserole prepared by Mrs. Nielson assisted by Mrs. Delbert Chipman. The auxiliary also paid for the lamb.

Highlighting the evening were talks given by Welby Aagard, president of the Utah Wool Growers Association, and Rodney Ashby, state supervisor of the school lunch program. The Continental Baking Company quartet rendered two numbers and Mrs. Nielson conducted games.

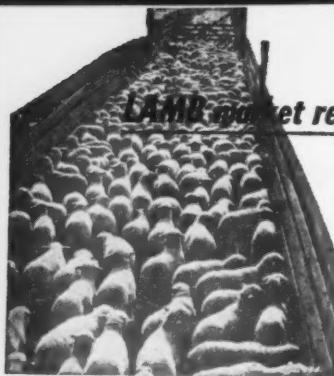
gestions were most profitable in making the proper contacts.

Mr. Gordon Paulus, assistant director of sales at the Flamingo Hotel, was a very fine host. He hosted our group at breakfast on two occasions, and was helpful to us in many ways. The courtesies extended by Messrs. Rawlings and Paulus were greatly appreciated by

the entire group.

It is the unanimous opinion of the group that this project will prove to be most profitable, and it is planned to have follow-up contacts some time in October. We feel we will soon see a greater use of lamb in Las Vegas.

—Mrs. Delbert Chipman, Chairman
National Auxiliary Lamb Promotion



Prices Alarmingly Low Despite Government, Retailer Efforts

April 24, 1961

OLD crop lambs are continuing their downward price movement while new crop spring slaughter lambs remain generally steady with some erratic strength fluctuations.

Total slaughter for the last four weeks ran close to 23 per cent higher than a year earlier. This was largely due to the increase in kill by packers to meet their delivery date as prescribed in the recent government institutional lamb purchase program.

During the seven weeks of the USDA frozen lamb program a total of 9,891,000 pounds of lamb was purchased at a cost of \$3,652,000. Overall federal inspected slaughter ran 20 per cent higher than the same period last year. Successful bidders for the lamb during the program were:

	Pounds
Swift & Company, Hq—Chicago, Illinois	3,633,000
Wilson & Co., Hq—Chicago, Illinois	2,961,000
Goldring Packing Co., Los Angeles, California	777,000
Armour & Co., Hq—Chicago, Illinois	735,000
Modern Meat Packing Co., Norwalk, California	609,000
Rath Packing Co., Waterloo, Iowa	483,000
Chiapetti Packing Co., Chicago, Illinois	231,000
McFarland, Inc., Salt Lake City, Utah	210,000
Rosenthal Packing Co., Fort Worth, Texas	105,000
Solano Meat Co., Vallejo, Calif.	84,000
Capitol Packing Co., Greeley, Colorado	63,000
Dubuque Packing Co., Dubuque, Iowa	63,000
Seattle Packing Co., Seattle, Washington	63,000
Cudahy Packing Co., Omaha, Nebraska	42,000
Hygrade Food Products, Inc., Indianapolis, Indiana	42,000
Melton Provision Co., San Antonio, Texas	21,000
Minch's Wholesale Meats, Red Bluff, California	21,000

On April 15, 1961, prime lamb sold in Chicago on a live basis at \$17.82 compared to \$22.75 last year or \$4.93 per hundredweight less—choice lambs sold at \$4.50 less. At the same time prime wholesale carcasses on the New York market were selling \$10 below a year ago—\$39.50 compared to \$49.50 in 1960.

In spite of concerted efforts by the USDA through their purchase program and the inclusion of lamb on their

"plentiful foods" list and a strong drive by the National Association of Food Chains to encourage retailers to use the very reasonably priced lamb—live prices have remained alarmingly low.

There used to be a point, or floor, to which lamb prices would drop and then bounce back when affected by some outside influence, but imports have now largely taken away this floor. One large importer in the New York area has freely made the offer that he would sell imported frozen lamb at 10 cents per pound below our going domestic price.

During the week ended April 1 four ships—the Antarctic Ocean, Patonga, Pioneer and Waiwera—delivered into the New York, Philadelphia and Boston area 3,390,402 pounds of frozen mutton and 1,191,251 pounds of frozen lamb.

During the weeks ended April 14 and 21 Australia shipped in 592,000 pounds of boneless and carcass mutton and New Zealand shipped in 207,258 pounds of Native graded lamb carcasses, 85,000 pounds of cuts and 4,500 carcass pieces. During the same week 8,000 carcasses were on hand in New York and 8,000 to 10,000 were also available in Boston.

These imports were discharged into the New York area during weeks when local in-shipments and slaughter were among the highest of the year.

The Agricultural Extension Service, U. S. Department of Agriculture, forecasts that late spring and early summer range conditions, with the exception of the southwest and southern Texas, are to be good to very good at the peak of the grazing season.

ARIZONA

Early April: Around 2,200 choice and prime 98-pound spring slaughter offerings moved at \$17, while 300 choice and prime selected 60-pound-and-down feeder lambs sold on order at \$18. Around 300 choice 112-pound shorn old crop lambs sold at \$16.50.

Mid April: Around 41,100 choice and prime 95- to 100-pound spring slaughter lambs sold at \$17 both on midwest and eastern account. Around 700 choice 92-pounders sold at \$16.50. A string of 11,000 choice and prime 95- to 100-pound spring slaughter lambs sold at \$17 to Midwest and East Coast buyers

CALIFORNIA

Early April: Confirmations received on a total of 25,000 spring lambs with slaughter and mixed slaughter and feeder lambs sold mainly at \$17 to \$18. A band of 4,500 good and mostly choice feeder lambs sold at \$18, this string having a choice 80- to 85-pound slaughter end. A band of 2,000 mostly choice and prime 105-pound slaughter lambs

Prices and Slaughter This Year and Last

	1961	1960
Week ended.....	April 15	April 16
Inspected Sheep and Lamb Slaughter to Date....	3,924,781	3,595,817
Chicago Average Lamb Prices (Wooled).....		
Prime	\$17.82	\$22.75
Choice	17.38	21.88
Good	16.25	21.03
New York Av. Western Dressed Lamb Prices:		
Prime, 45-55 pounds.....	39.50	49.50
Choice, 45-55 pounds.....	39.50	46.00

Lamb and Mutton Weekly Kill (Week ended)

	(No. Head)	Mar. 25	April 1	April 8	April 15
1961		300,000	300,000	300,000	310,000
1960		232,000	247,000	252,000	255,000

Federally Inspected Slaughter—March

	(No. Head)	Cattle	Calves	Hogs	Sheep & Lambs
1961		1,627,136	456,542	6,110,107	1,310,706
1960		1,576,941	481,727	6,116,138	1,087,886

Lamb and Mutton Imports—Pounds

	November	December	January	February
1960	1,093,000	3,952,000	1961	2,377,078
1959	3,570,000	5,512,000	1960	4,288,535

sold at \$17, while a string of choice and prime slaughter lambs moved at \$17.50 with a 10 cent per hundred discount for each pound over 100 pounds.

Mid April: Near 23,000 spring lambs including choice and prime 90- to 102-pound offerings sold at \$17 to \$17.25 on feeders and \$16 to \$16.50 on slaughter lambs. A band of 3,700 mixed slaughter and mostly feeder lambs sold straight at \$16.50. A band of 3,500 choice and prime 100- to 110-pound old crop lambs with No. 2 pelts sold at \$15 while 1,000 head of good and choice 110- to 112-pounders with fresh shorn pelts moved at \$13.50. A band of 3,000 mostly choice 90-pound spring lambs sold at \$17.75, most to continue on feed. Around 25,000 choice and prime 95- to 104-pound slaughter spring lambs along with good and mostly choice 80- to 95-pound feeders sold at \$16.65 to \$17.25.

COLORADO

Early April: Sales were confirmed on around 16,500 head of choice and prime woolled lambs under 112 pounds, these sold at \$17.25 to \$17.50. Some choice offerings weighing 112 to 118 pounds sold at \$16.25 to \$16.75.

Mid April: Several loads of choice and prime woolled slaughter lambs weighing 110 pounds and down moved at \$17 to \$17.50. A load of choice 113- to 118-pound slaughter lambs sold at \$16.20 to \$17.

IDAHO

Early April: Around 600 head of choice 91- to 110-pound mixed slaughter and feeder lambs sold at \$15 straight.

Mid April: A band of 815 head of choice and prime slaughter lambs sold at \$17.25. Lambs weighed 102.5 pounds and were docked 10 cents per hundred weight off for anything over 100 pounds. A string of 44 choice and prime 120-pound slaughter lambs sold at \$15.55.

MONTANA

Early April: In eastern Montana about 600 choice 100- to 115-pound slaughter lambs sold at \$16 while around 400 choice 100- to 110-pound slaughter lambs moved at \$17.25 delivered.

Mid April: A string of 1,000 choice 111-pound woolled slaughter lambs sold at \$17.50 delivered. A band of 500 choice 110-pound shorn lambs with number 1 and number 2 pelts sold at \$16.25 delivered. A band of 1,700 choice 97- to 116-pound woolled slaughter lambs sold at \$15 to \$15.75.

Ewes: In early April around 300 choice 109-pound ewe lambs sold for

breeding purposes at \$17.25 per hundredweight. In mid April a string of 400 good and choice 90- to 100-pound ewe lambs for breeding purposes sold at \$16 per hundredweight.

NEW MEXICO

Early April: A band of 1,200 choice 75- to 80-pound spring slaughter lambs sold at \$16.50 to \$17, while 1,000 mostly choice 106-pound fall shorn slaughter lambs sold at \$15. A band of 6,500 good and choice 95- to 122-pound fall shorn lambs with No. 2 pelts moved at \$13 to \$13.50. A string of 2,600 good to mostly choice 80- to 82-pound lambs with fall shorn pelts sold at \$14 to \$14.50.

Mid April: A band of 2,000 choice 100- to 103-pound slaughter lambs with No. 2 fall shorn pelts moved at \$14.75 to \$15. A string of 480 choice 110-pound fall shorn slaughter lambs sold at \$14, while 2,000 good and choice feeders with number 2 pelts weighing 80 to 85 pounds sold at \$12.50. A string of 246 choice to mostly prime 100-pound spring

Australians Advised to Give More Attention to Meat Preparation

THE Australian sheep industry has been advised to pay more attention to preparation of meat for the North American trade in order to "hold this valuable market." A. S. Jeffery, special representative of the Australian Meat Board, who has been in the United States and Canada studying the arrival of Australian meat and studying the market generally, told the board that all meat going to the United States should be strictly to specification because of the production line techniques in the United States meat industry which allow for little variation in quality standards. He further reported that presence of more fat than specified is a common fault in some shipments of meat. Mr. Jeffery said the presentation of meat was of major importance.

In conclusion Mr. Jeffery told the board that "It is very important that the American meat industry have faith in us and our product. It is not good enough for the quality to be good—the presentation must be good as well. The Australian exporter has a big responsibility and supplying the meat America wants in the form that they want it, is the best way to look after our interests in this market," he continued.

slaughter lambs sold at \$17, while 3,250 mostly choice old crop 95- to 97-pound slaughter lambs with number 1 fall shorn pelts moved at \$15.

Ewes: In mid April a band of 800 two-year-old ewes sold at \$18 to \$18.50 per head.

OREGON

Early April: Three loads of choice and prime 97- to 103-pound slaughter lambs with number 3 pelts sold at \$16.50 to \$17.

Mid April: A string of 800 head choice and prime slaughter lambs under 110 pounds with number 3 pelts moved at \$16.50 delivered. A short load of choice and prime spring lambs moved at \$19 delivered.

TEXAS

Early April: Several loads of spring lambs sold around \$18 for fat and \$16 to \$16.50 for feeders, while several loads of old crop feeders sold locally at \$12 to \$12.50.

Mid April: A band of 2,700 good and choice 75- to 81-pound feeder lambs with number 3 to fall shorn pelts sold at \$12 to \$13.50, while 700 choice 65-pound spring feeder lambs moved at \$15 to \$16. A band of 623 prime with an end of choice 95-pound spring lambs sold at \$17. A string of 1,621 good to mostly choice old crop 100- to 103-pound slaughter lambs with number 1 and number 2 pelts moved at \$13.50 to \$14.

WASHINGTON

Early April: A load of mostly choice shorn 99-pound slaughter lambs sold at \$16. The Moses Lake pool sold 212 head of mostly choice 100-pound slaughter lambs with number 1 pelts at \$16 and 240 head on a carcass grade and weight basis for \$31.

Ewes: In mid April a band of 200 three- to six-year-old freshly shorn dry ewes sold at \$10 per head.

WYOMING

Early April: A band of 1,500 good and choice 95-pound shearing lambs sold at \$15.50.

Ewes: 600 choice 103-pound ewe lambs sold at \$16.75 per hundredweight, while 500 choice ewe lambs moved at \$18.50 per head.

WESTERN KANSAS

Mid April: Several loads of choice and prime 103- to 110-pound shorn lambs with number 2 pelts moved at \$15 to \$15.50. Most lambs sold on sliding scale basis where a 10 cent per pound discount was taken for woolled lambs over 110 pounds and shorn lambs over 106 pounds.



Woolknit associates

1939-1961 22nd YEAR

Longest established wool promotion group... voluntarily organized by mill men and suppliers to promote and increase sale of all-American woolknit fashions. All funds of domestic origin.

Morton H. Darman Addresses ASPC Delegates

In his address to ASPC delegates at their March meeting Morton H. Darman, new president of Woolknit Associates, mentioned that his firm, The Top Company of Boston, consumed 30 per cent of the domestic wool clip. He stressed the importance of the work being done by unsalaried wool experts behind the scene who voluntarily contribute their time to direct the Woolknit program. Mr. Darman called particular attention to the comparative-six-year chart on men's wool sweaters. Figures from the U. S. Department of Commerce show a dramatic curve upward in wool usage amounting to a 100 per cent increase during the five years of the combined ASPC-Woolknit campaign, with a continued increase anticipated for 1961, as projected by the International Statistical Bureau.

Mr. Darman reminded the group that the only segment of the textile industry to go counter to the business cycle—the only division that continues to forge ahead is the knitted wool division as against woven wools. In conclusion, Mr. Darman recommended continued interest in the Woolknit program "to swing with the tide, as the consumer is strongly entrenched in the trend toward casual living. The easy care and comfort properties of woolknits carry a potent appeal."

Fashions Dramatize Wool's Leading Role

American wool's lively and colorful contribution to the fashion world was vividly dramatized to the delegates through a brilliant fashion showing directed by Eleanor Kairalla.

Purpose of the impressively comprehensive show was to give a graphic demonstration of the fashion miracles created of wool after being shorn from the sheep's back.

Dominant theme of the loomed-in America wools was color, in the brilliant, blooming flower shades, plus the "hot" colors that are taking the country by storm. Embodied as a natural refrain throughout the presentation was the style-plus-comfort virtue of wool for all-season, all-occasion wear. That great philosopher of the desert, the Arab, was probably the first person to fully appreciate wool's exclusive insulating properties. From time unknown, he has wrapped himself like a cocoon in a wool aba for protection against the blazing hot sun of the day and the fierce cold winds of the night.

Models for the fashion show were staff members of the American Wool Council: Marilyn Frick, Sandra Kilough, Marge McLellan, Reita Rice, Jan Voss, Diana Wade, Esther Mae Zohar. Also participating were Mrs. J. M. (Casey) Jones and the two Jones' daughters, Kendra and Ayliffe. Striking background for the fashion parade was provided by block-long exhibits.



AWC-ASPC-Woolknit Campaign Exhibits Displayed at ASPC Delegates Meeting, Denver, Colorado, March 13, 1961.

BLM . . .

(Continued from page 8)

had changed somewhat by the close of the meeting. It is our opinion, however, that we have a rough road ahead.

Secretary Udall appointed himself co-chairman of the National Advisory Board Council and will appoint the state supervisors as co-chairmen of the state boards and the district managers as co-chairmen of the local boards.

Dan Hughes of Montrose, Colorado, was re-elected by the council members to serve as co-chairman with Secretary Udall and A. D. Brownfield of Deming, New Mexico, was re-elected vice-chairman.

The following resolutions were adopted: (1) reaffirmation of last year's stand concerning the San Carlos Indian Reservation problem; (2) opposing taxation of grazing rights by states; (3) requesting BLM to allow full use for current season where a cut is ordered by an examiner, so that livestock may be sold on a favorable market at normal selling time; (4) requesting BLM to put best men in state offices when other offices are abolished; (5) requesting BLM to substitute non-use for cuts where there is a hope of restoration of capacity, to protect financial position of the user; (6) requesting that funds for reseeding of burned areas be tied to fire funds so that rehabilitation will be faster and may prevent further damage.

(7) Requesting that BLM work out cooperative agreements with Forest Service and others for maintenance of fences to prevent trespass by livestock; (8) asking legislation to require federal agencies to comply with state water right laws; (9) requesting legislation to reimburse users for damages (improvements and severance) when public lands are disposed of for any purpose; (10) requesting permittees to cooperate in harvesting game animals by not posting, etc.; (11) requesting that lands in the Kings Peak area of California be retained under multiple use; (12) asking increased funds for predatory control; (13) asking all agencies to use uniform range survey methods; (14) asking legislation to allow review of secretary's decisions in local federal courts;

(15) Recommending that 25 per cent of funds from timber sales on BLM lands be returned to counties for roads and schools; (16) asking emergency funds for fencing highways in population areas; (17) reaffirming last year's resolution on a code change, setting out that BLM can not change allotment boundaries where they have been in force three years or more, and also that where a permittee improves the range, any increases will be credited to him; (18) requesting that range rehabilitation programs accompany all cuts; (19) requesting that range survey crews be experienced; (20) requesting that hearings be conducted under federal rules of civil procedure; (21) requesting a BLM study of problem of voting on two classes of livestock in certain areas so that change can be made where needed; (22) requesting that for permittees to qualify under a range improvement program, no set minimum pro-ration of cost be required of them; and (23) requesting that the national council membership be increased to include one wildlife member from each state instead of one from each area.

Around the Range Country

Around the Range Country gives our readers a chance to express their opinions about anything pertaining to the industry or about life in general. In offering this space for free expression of thought, The National Wool Grower assumes no responsibility for any statement made. The statement about the condition of pastures is taken from the U. S. Weather Bureau report for the week ending April 17, 1961.

PASTURES

Growth of pasture and range grasses was retarded in practically all regions, as temperatures averaged below-normal for the second consecutive week in most sections of the nation. Cool weather slowed vegetative growth to some extent in the Far Northwest, but pastures and ranges in that area were reported furnishing ample amounts of feed. Livestock continued to move rapidly to early spring ranges in Idaho and Oregon. Ranges in northern California were still in generally good condition during the week, although some soil moisture was lost due to drying winds. Pastures and ranges were considered mostly in poor condition in the Great Basin, southern California and Arizona.

Grazing was limited considerably in the northern and central Great Plains, as small grains, grasses and legumes showed little growth during the week. Most livestock in those areas continued to receive hay and other supplements. Weather in the southern Great Plains was more favorable for range and pasture development, and cattle continued to take advantage of the lush spring growth. Pastures showed little progress from the previous week in the Midwest and Northeast, as cold temperatures brought vegetative growth to a virtual standstill.

Lambing and shearing of sheep continued to make progress throughout most of the West. Calving was generally past the halfway mark in most western range areas, and losses so far this year were reported unusually light. Condition of cattle and sheep on ranges during the period varied from fair in the Southwest to good in the Northwest.

COLORADO

Meeker, Rio Blanco County
April 11, 1961

Warm weather with one good wet snow since April 1 has started the grass. Our sheep wintered fairly well with some losses due to lambing paralysis. It was not necessary to keep the sheep on hay as there was not enough snow,

but we did do some supplementary feeding.

Forty-five cents will be paid for shearing which will commence after April 15 in this area. I do not worry about contracts as I do my own shearing.

The weather during lambing was mostly good. There was some snow, but it was warm and we had plenty of help and were able to save the same percentage of lambs as last year—127 per cent.

As yet there have been no sales of ewes of any age nor have there been any wool transactions. I believe that something must be done about lamb imports before the U. S. sheepmen are put out of business.

—Harry Coleman

Montrose, Montrose County
April 12, 1961

We fed our sheep some corn this winter and they came through in good condition with no unusual losses. The weather since April 1 has been ideal and the feed conditions are good. Shearing will be done from April 15 to 25. The contract rate is 42 cents per head which includes all labor.

Lambing has just started with plenty of help. Although it has been wet we have so far been able to save the same number of lambs per hundred ewes as last year.

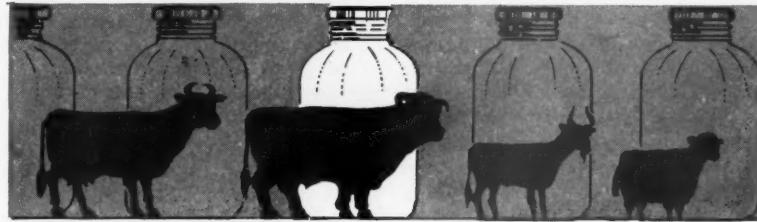
There have been no 1961 lambs contracted for nor have there been any sales of yearling ewes or wool transactions.

—Chuchuru Brothers

Grand Junction, Mesa County
April 20, 1961

We have received plenty of moisture since April 1, but new grass has been very slow. The sheep have wintered well with no unusual losses. Shearing is about half finished in this locality. The shearers receive 44 cents without board, the contract including all labor except corral help. Mixed clips have sold for from 38½ to 48 cents.

There is sufficient help for lambing



Only One Stands Out Over all Other Drenches...

There are two grades of phenothiazine used in making livestock drenches.

1. Ordinary phenothiazine which is green in color.
2. PURIFIED phenothiazine an improved, more efficient grade.

Either one can be used in making livestock drenches . . . but to get the most effective results in killing internal parasites PURIFIED phenothiazine has proved more efficient.

FINE PARTICLE SIZE is important in formulating a drench, but extra fine particles of ordinary (Green) phenothiazine do not give the efficiency that PURIFIED drenches provide.

CONCENTRATION of the formula in the digestive tract produces the desired worming action. Drenches containing PURIFIED phenothiazine provide the necessary concentration to kill internal parasites on contact without increasing the dose.

WHETHER YOU DRENCH CATTLE, SHEEP or GOATS INSIST ON MAXIMUM EFFICIENCY, LESS TOXICITY . . .

Ask your dealer for PURIFIED drench!

Tefenco Chemical Company
2021 NORTH GROVE • FORT WORTH, TEXAS

which is just beginning. There have been no contracts for lambs or recent sales of yearling ewes.

—David E. Christensen

MARYLAND

Elkridge, Howard County

April 14, 1961

We fed our sheep a supplement and they wintered well with no unusual losses. The weather since April 1 has been cold and the grass is short.

Shearing will start in May. Fewer lambs were born this spring. The weather was terrible during lambing.

No lambs have been contracted for nor have there been any recent sales of yearling ewes or wool transactions in our district.

—Ural G. Bee

MISSISSIPPI

State College, Oktibbeha County

April 11, 1961

Our sheep have wintered well with no unusual losses. This year we did less supplemental feeding than usual. Since April 1 the weather has been wet and cold.

Shearing has begun and shearers receive 50 cents per head, without board. The contract includes shearing only.

We had good dry weather during lambing and were able to save about the same percentage of lambs as in previous years. Plenty of help was available.

There have been no wool transactions in our area and no lambs have been contracted for, nor have there been any sales of yearling ewes.

As I see it, there is very little wrong with the sheep industry that a substantial price increase would not cure.

—R. O. Buckley

MONTANA

Winnett, Petroleum County

April 6, 1961

Baled alfalfa hay is selling for \$21 which is the same price as last year. Our sheep have wintered well with no disease problems. We have had so little moisture this winter that the spring range has very little grass.

We had good weather during lambing and were able to save the average number of lambs per hundred ewes. It is practically impossible to get efficient ranch help.

We are in the midst of shearing. Shearers are being paid 48 cents with board. The contract includes shearing, tying and sacking.

Some wool has been contracted for at 36 cents to 42½ cents depending on grade and dirt in individual clips. However, no lambs have been contracted for nor have there been any sales of yearling ewes.

—Floyd R. Hill

WIBAUX, WIBAUX COUNTY

April 4, 1961

Since April 1 the weather has been good but the range is in poor condition. We had no unusual loss of sheep this winter and it was not necessary to do so much supplemental feeding. Shearing has been done at 45 cents per head. There were some wool transactions at a grease price of 42 cents.

Lambing has commenced in this section and about the same number of lambs are being saved. We haven't lambed on our ranch yet but we expect to have the same help as last year.

This section of the country has suffered from a severe drought this past year.

—John Hollstein

SHEEPMEN'S BOOKS

Clawson's WESTERN RANGE AND LIVESTOCK INDUSTRY	7.50
Collins' PROFITABLE SHEEP	7.50
Diggs' and Bundy's SHEEP PRODUCTION	6.85
Ensminger's SHEEP HUSBANDRY	5.30
Ensminger's STOCKMAN'S HANDBOOK	8.75
Giffillan's SHEEP	4.00
Ho-kim's WOOL AS AN APPAREL FIBER	.50
Juergenson's APPROVED PRACTICES IN SHEEP PRODUCTION	3.00
Kamm's SHEEP SCIENCE	6.95
Kohmke & Bertrand's SOIL CONSERVATION	6.75
McKinney's THE SHEEP BOOK	4.96
Morrison's FEEDS AND FEEDING	9.50
Newsom's SHEEP DISEASES	9.00
Pearson's SHEEP & PROPERTY MANAGEMENT	5.75
Rice, Andrews & Warwick's BREEDING BETTER LIVESTOCK	7.65
Sampson's RANGE MANAGEMENT	8.50
Saunders' WESTERN STOCK RANCHING	5.00
Seiden's LIVESTOCK HEALTH ENCYCLOPEDIA	7.50
Stoddart & Smith's RANGE MANAGEMENT	7.95
Thompson's SOILS & SOIL FERTILITY	6.50
Wentworth & Towne's SHEPHERD'S EMPIRE	3.50
Wentworth's AMERICAN SHEEP TRAILS	5.00

For Sale by NATIONAL WOOL GROWER

414 Crandall Building

Salt Lake City 1, Utah

Harlowton, Wheatland County

April 4, 1961

The grass is short this spring because of continuous feeding during the winter months. We did more supplemental feeding but suffered no unusual losses. The sheep have been shorn with shearers receiving 40 cents per head. The wool pool clip in the Harlowton area sold for 39.10 cents (grease basis).

The weather was fair and dry for lambing and we had sufficient help. A greater percentage of lambs were saved than last year.

The outlook for the sheep industry could be improved by stopping these imports and making an extension of the National Wool Act permanent.

—Roy Holloway

NEVADA

Hagen, Churchill County

March 10, 1961

If it is possible for sheepmen to do so, I think they should organize and start lambing in November and spread the lambing season until May or June with some lambs being born each month. This would prevent them from flooding the market—we know buyers will cut the price when they have a few lambs to carry over—and we could get better prices. As we all know, the farmer is the only business man who does not set a price for his produce and this has to change some way sooner or later.

The grass is sparse this spring and what is growing is short. Sheep have wintered well with no disease problems. Baled alfalfa hay was selling at \$35 earlier but is now \$20 which is higher than last year.

Lambing has started and we have been able to save about the same percentage of lambs as last year. Weather has been cold.

Shearing will commence in May, with shearers commanding 50 to 55 cents with board.

No lambs have been contracted for in this area nor have there been any wool transactions.

—Charles Griffith

Reno, Washoe County

April 14, 1961

Most of the sheep in western Nevada wintered fairly well. There was considerable loss from coyotes and cats due to the lack of experienced trappers. Since April 1 the weather has been too dry and cold consequently feed is coming very slowly.

There will be some shearing in April but most of it will be done in May. There has been some shed lambing with an average crop. The weather has been

good for lambing but there is a shortage of experienced help.

I just now heard of about 75,000 old crop fine wool being sold a month or so ago at 36½ cents.

I have served as state sheep inspector for western Nevada since 1944. I was one of the Handley Brothers of Eureka and White Pine Counties who had a sheep outfit there from 1910 to 1943, at which time we sold out. I expect to retire as a sheep inspector as of June 30, 1961. I have also served as an appraiser for the Nevada Livestock Production Credit Association since 1936, and expect to give up that job in the near future.

—Walter Handley

SOUTH DAKOTA

Newell, Butte County
April 10, 1961

For the past year it has been very dry with practically no range feed available. My sheep wintered well on corn and some hay and I had no unusual losses.

Although shearing has started, it will continue until about June 15. Shearers are being paid 40 cents under the contract rate which includes everything except branding.

Lambing on my own ranch will not start until May 1. There has been some lambing in this area with excellent results.

No lambs have been contracted for in this area but ranchers are being offered the following prices: fat lambs \$15.50 to \$16, feeder lambs \$16.50 to \$17, fine woolled ewe lambs \$17, cross-bred ewe lambs (whitefaced) \$17, mixed lots \$16.50 to \$17. Lamb prices have been going down the last two years and we expect them to be still lower this fall.

—Albert Cram

Interior, Jackson County
April 17, 1961

Our sheep had a good winter with no unusual losses. The grass was in good condition. We fed a supplement of barley all winter. This spring the grass is very slow.

Shearing has not yet commenced. On our ranch we shear about June 15. The rate for shearing is 40 cents with board.

About the same percentage of lambs were saved this spring. On our ranch we lambed 175 ewes in January with no losses and 200 more in March with 110 per cent saved.

To my knowledge there have been no wool transactions in this area. I feel something should be done to stop importation of lambs and wool. This would, I think, help our prices.

—Leslie C. Crew

TEXAS

Sterling City, Sterling County
April 13, 1961

Sheep have wintered well with no unusual losses in spite of the dry weather, but we did more supplementary feeding than usual. Since April 1 there has been only three-quarters of an inch of moisture and a lot of high winds.

Some shearing has been done but most of it will be done from April 20 through May 15. The contract rate for shearing is around 34 cents which includes wool picking, tying and packing.

We were not able to save as many lambs this year as it was very cold during lambing. We lamb under fence.

No lambs have been contracted for to my knowledge, and there have been very few wool transactions. I feel that the market is being hurt by importation of lamb and wool and the lack of sufficient promotion.

—Bill C. Humble

UTAH

Teasdale, Wayne County
March 11, 1961

It is too early to say just how the spring range will be, but the weather has been quite poor since March 1. Sheep have wintered fairly well with no disease problems. Baled alfalfa hay is selling at \$28, which is higher than a year ago. I have been unable to line up any help for lambing as yet.

There have been no sheep shorn as yet in this section. Shearers are paid 35 cents with board and 40 cents without board.

No recent sales of yearling ewes have taken place nor have there been any recent transactions in wool.

—Hugh V. King

Cedar City, Iron County
April 21, 1961

This winter we used a supplement much more than usual and the sheep wintered very well with no unusual losses. Spring has been fairly wet and cold. Shearing is half done and will

SUFFOLK SHEEP

MEAN INCREASED FARM PROFITS
Suffolk ewes lamb easily and have a good supply of milk. This means your lambs will grow faster and market earlier—at a higher price. For free information and breeder's list write

NATIONAL SUFFOLK SHEEP ASSN.
P. O. Box 342NW Columbia, Missouri

TUS Imported Sheffield RIGGED Shears

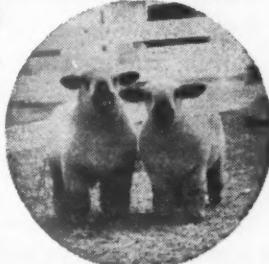
PRICE \$6.35
Bevel ground to razor sharpness; spring tempered; rigged with buck strap. Blade 6½ inch.
AT DEALERS
or send check, including 39c postage.

CALIFORNIA STOCKMEN'S SUPPLY CO.
151 Mission St., San Francisco, Calif.

THE HAMPSHIRE

Sure I'm In
Demand...

I Produce
MORE
POUNDS
of Lamb
Per Ewe!



And it's the best for feeders or packers.
Breeder's List and Information of
AMERICAN HAMPSHIRE SHEEP ASSOCIATION
Stuart, Iowa

WHY TAKE CHANCES WITH SHEEP PROFITS?

Use a Permitted Dip To KEEP OUT SHEEP SCAB

Now... take sheep scab "off your worry list." You can do it with these two easy steps:

FIRST! Dip your sheep in COOPER-TOX—it's permitted for official dipping of sheep and cattle for scabies.

SECOND! When you buy sheep, get a certificate certifying the sheep have been dipped in a permitted dip.



COOPER-TOX Also Kills Flies,
Lice, Ticks And Keds

Contains Toxaphene for solid kill and long-lasting protection against reinfection. It's economical too—costs you less than 3¢ per head. Add sheep scab protection to your routine dipping—use a permitted dip, COOPER-TOX.

COOPER-TOX is
U.S.D.A. PERMITTED
For Official Dipping

Get Free COOPER-TOX Literature at your dealer or write COOPER.

Livestock Cooper-Tox

Another Quality Product from WM. COOPER & NEPHEWS, Inc., 1909 N. Clifton, Chicago 14, Ill.



**Suffolk
Stud
Ram & Ewe
Sale**

**Monday, May 29, 1961
12:30 p.m.**

Oskaloosa, Iowa

Champion and Reserve Champion Rams
Chicago International
Sell also 1st Pen 3 Ram Lambs
Write for Sale Catalog

BEAU GESTE FARMS
Roy B. Warrick & Son
OSKALOOSA, IOWA



ARE BETTER BECAUSE:

- **Suffolk Rams are excellent for cross breeding.**
- **Suffolk Lambs grow rapidly — have more weight at market time.**
- **Suffolk Lambs have an excellent carcass.**

For Information Write:

THE AMERICAN SUFFOLK SHEEP SOCIETY

C. W. Hodgson, Secretary
Moscow, Idaho

Advertisers in this issue are:

COMMERCIAL

Boots

Nocona Boot Company..... 1

Camp Wagons

Ahlander Manufacturing Company..... 5

Dogs

C. E. Elliott..... 8

Equipment and Supplies

Sheep Shearers Merchandise and Commission Company..... 8

California Stockmen's Supply Company..... 39

Miscellaneous

Breeders Directory..... 3rd Cover

Sheepmen's Books..... 38

Remedies

William Cooper and Nephews: Foot Rot Liquid..... 3

Drench..... 6

Cooper-Tox..... 39

Cutter Laboratories..... 7

Tefenco Chemical Company..... 37

Texas Phenothiazine Company..... 4

be finished in two weeks. Shearers are being paid 58 cents without board, the contract including all labor.

We had cold wet weather during lambing. There was sufficient help available. About the same number of lambs per hundred ewes were saved as last year. As yet there have been no lamb contracts but some wool has been sold in our area. Fine, medium to long staple wool brought from 37 to 40 cents before April 1.

I think sheepmen should be spending three times the amount they do for advertising lamb and wool.

—Richard Leigh

WASHINGTON

Moses Lake, Grant County

April 12, 1961

The first thing I look for when the National Wool Grower arrives is "Around the Range Country." The questions asked do not cover this section of Washington very well as it is a newly settled area, of farm flocks of 20 to 300 or 400 ewes on each ranch. Five or six years ago we formed the Columbia Basin Wool Growers Association and today have 100 members who raise from 12,000 to 15,000 ewes. We also look after the 4-H and FFA lambs for the boys and girls. We have our problems and many have fallen by the wayside but others have taken their places.

The winter here was very mild with a very wet and early spring. We had several cold nights the first week in April and the alfalfa and grass froze

so feed conditions are not as good as they were two weeks ago.

Many of the sheep raisers with enough shed space are trying to lamb in December and January so do not depend on range feed but hay and silage. Seventy-five per cent of my 200 ewes lamb in December and I have many lambs that weigh from 90 to 100 pounds this first week in April.

Last spring I lost over 25 per cent of my lambs from white muscle disease. This year I gave my ewes blue tongue and selenium shots and had no disease problem.

Shearing is usually done in April, but those who lamb early shear earlier. I sheared my flock March 16. I think the ewes do better if they are sheared before being turned out to pasture. Shearers are paid 50 cents per head with meals.

A few small lots of wool sold for 37 or 38 cents the latter part of March in order to benefit from the ASC payment for 1960. We are calling for bids to be opened about April 25 on our pool and have around 14,000 fleeces under contract for delivery about May 1.

The type of ewe preferred for the farm flocks here is the farm cross between a blackfaced buck and a white-faced range ewe because they still have the wool and are more stable and larger than the average ewe. Many of them will weigh between 200 and 300 pounds. Their lambs will weigh 12 or 14 pounds when born and a lot of them will make 90 to 100 pounds in 100 days if they are well fed.

—Alfred Woolman

WYOMING

Buffalo, Johnson County

April 4, 1961

The sheep wintered well and because of the open winter they were given less supplemental feed. There were no unusual losses. Since April 1 the weather has been cold with some snow and rain. Although the grass has started to grow it is slow.

Shearing has started and the shearers are receiving 48 cents. The contract includes shearing, tying and tromping.

This year our first lot of ewes have lambed and we were able to save more lambs than last year—155 per cent. The weather was warm and we had sufficient help. I have not heard of any contracts for lambs, nor of any sales of yearling ewes.

Wool is at a fair price, but the lamb market doesn't look promising for fall. Several lots of wool (mixed grades) have been sold in our area bringing from 39 to 44 cents. I sold mine for 42½ to 46 cents, sacked.

—Miles Buell

Breeders Directory

(Order your listing through the National Wool Growers Association Company, 414 Crandall Building, Salt Lake City 1, Utah)

COLUMBIAS

BARTON, LEE R.
Manti, Utah
BRADFORD, MARK
Spanish Fork, Utah
COLUMBIA SHEEP BREEDERS ASSN. OF AMERICA
P.O. Box 802, Ft. Collins, Colorado
DICKENS, JACK
Walden, Colorado
ELKINGTON BROS.
Idaho Falls, Idaho
HANSEN, WYNN S.
Collinston, Utah
HANSON, MARK B.
Spanish Fork, Utah
HOWEY, VERN
Center, Colorado
KAISER, A. C. (AL)
102 - 2nd Ave., Monte Vista, Colorado
KILLIAN, BYRON
Salem, Utah
MARKLEY, JACK
Laramie, Wyoming, Rex Rte. 1
MONTANA-WYOMING SHEEP CO.
1000 Nevada Ave., Lovell, Wyoming
MT. HAGGIN LIVESTOCK CO.
Anaconda, Montana
NORDAN, L. A.
711 Ranch, Boerne, Texas
PFISTER, JOSEPH
Node, Wyoming
POWELL, A. W.
Sisseton, South Dakota
RHOADES, A. FOSTER
Hanna, Utah
SHOWN, R. J. (BOB)
Monte Vista, Colorado
THOMAS, PETE & GARTH
Malad, Idaho

CROSSBREDS

CUNNINGHAM SHEEP CO.
Pendleton, Oregon
JACOBS, EDWIN
Box 356, Norwood, Colorado
OLSEN & SON, NORMAN G.
Spanish Fork, Utah

HAMPSHIRE

ELKINGTON BROS.
Idaho Falls, Idaho
HUBBARD & SON, WALTER P.
Junction City, Oregon

JACOBS, EDWIN
Box 356, Norwood, Colorado
MT. HAGGIN LIVESTOCK CO.
Anaconda, Montana
OLSEN BROS.
Spanish Fork, Utah

PANAMAS

HORN, JOSEPH
Rupert, Idaho
LAIDLAW, FRED M.
Box 53, Rupert, Idaho
LINFORD, A. R.
Raymond, Idaho
MEULEMAN & SONS, HARRY
Rupert, Idaho, Rte. 1

RAMBOUILLETS

BAGLEY, VOYLE
Aurora, Utah
BEAL & SONS, GEORGE L.
Ephraim, Utah
BEAL, DR. JOHN H.
Cedar City, Utah
CHRISTENSEN & SONS, F. R.
Ephraim, Utah
CHRISTENSEN & SON, S. E.
Ephraim, Utah
CUNNINGHAM SHEEP CO.
Pendleton, Oregon
HANSEN, WYNN S.
Collinston, Utah
JENSEN & SON, HAROLD
Ephraim, Utah
J. K. MADSEN RAMBOUILLET FARM, INC.
Mt. Pleasant, Utah
MONTANA-WYOMING SHEEP CO.
1000 Nevada Ave., Lovell, Wyoming
NIELSON SHEEP CO.
Ephraim, Utah
OLSEN, CLIFFORD
Ephraim, Utah
PFISTER & SONS, THOS.
Node, Wyoming
THE PAULY RANCH, INC.
Deer Lodge, Montana
WILLIAMS, RALEIGH
Spanish Farms
Spanish Fork, Utah
WITHERS, JOHN V.
Paisley, Oregon

ROMELDALES

SPENCER, A. T.
Rte. 1, Box 12
Wilton, Sacramento Co., Calif.

SUFFOLKS

ARMACOST, EARL
Cambridge, Idaho
BECKER, M. W.
Rupert, Idaho
BURTON, T. B.
Cambridge, Idaho
COGHILL, LOUIS W.
Steamboat Springs, Colorado
CURRY, S. E. AND JOHN W.
Plainview, Texas
HAYS & SON, J. R.
Box 25, Idaho Falls, Idaho
HUBBARD & SON, WALTER P.
Junction City, Oregon
JACOBS, EDWIN
Box 356, Norwood, Colorado
JENKINS, ALLAN
Newton, Utah
LAIDLAW, FRED M.
Box 53, Rupert, Idaho
LARSEN, JACK D.
Spanish Fork, Utah
MOON, MYRTHEN N.
Tabiona, Utah
OLSEN BROS.
Spanish Fork, Utah
OLSEN & SON, NORMAN G.
Spanish Fork, Utah
PEMBROOK, RALPH
Big Lake, Texas
WANKIER, FARRELL T.
Levan, Utah
WARFIELD, L. D.
Cambridge, Idaho
WILLIAMS, RALEIGH
Spanish Farms
Spanish Fork, Utah

TARGHEES

HUGHES LIVESTOCK CO., INC.
Stanford, Montana
JOHNSON & SONS, WARREN
Spearfish, South Dakota
MT. HAGGIN LIVESTOCK CO.
Anaconda, Montana
SIEBEN LIVESTOCK CO.
Helena, Montana

Whether It Be

Hampshires



Columbias



Suffolks



Rambouilletts



**White or Black Faced Crossbreds, Panamas,
Corriedales or Targhees**

**You Can Be Certain To Find The Best - Quality
Sires at the Country's Leading Ram Sale**

**46th Annual NATIONAL RAM SALE
Livestock Coliseum - Ogden, Utah
AUGUST 16-17, 1961**

Save Your Best Fleeces for the 9th NATIONAL WOOL SHOW

